



NOTICE OF DECISION

December 19, 2019

RE: DR19-192 (S14-07-S-A): City Gate CSP Revision

Dear Applicant:

Staff has reviewed the revised drawings received for Administrative Design Review regarding City Gate CSP. Staff has made the following findings:

- The project is consistent with the LDC and applicable design guidelines;
- The project is compatible with adjacent and nearby development; and
- The project design provides for safe and efficient provision of public services.

Based on the above, staff has approved this Administrative Design Review with the following attached information and conditions:

1. All previous conditions remain in effect.

If you have any questions regarding the above, please contact me at (480) 503-6729 or amy.temes@gilbertaz.gov.

Sincerely,

Amy Temes
Senior Planner

A handwritten signature in black ink, appearing to be "A. Temes", written over the printed name.

Attachments: stamped approved CSP dated 12/19/19



APPROVED
ADMINISTRATIVE DESIGN REVIEW

Case: S14-07-S
Planner: B. Caravona, AICP
Date: 3/30/2017
Planner Initials: *RC*

APPROVED
Minor Administrative Design Review
Case # DR19-192 (S14-07-S-A)
Date 12/19/19

Comprehensive Sign Plan

February 2017
Rev 11-20-2019

Prepared by:
Woodbury Corporation
2733 E Parleys Way
Suite 300
Salt Lake City, Utah 84109

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| 01 | Narrative and Vicinity Map | AZ Baseside L.L.C. |
| 02 | Site Plan | Contact: Lance Richards |
| 03 | Sign Matrix | 4852 East Baseline Road, #105 |
| 04 | Corner ID Sign | Mesa, Arizona 85206 |
| 05 | Entrance Road Project Identification | Tel: (602) 705-5404 |
| 06 | Multi-Tenant Tower and Monument Signs | Civil Engineer: |
| 07 | Single Tenant Monument Sign | Bowman Consulting |
| 08 | Directional and Regulatory Signs | Contact: Troy Peterson, PE |
| 09 | General Requirements | 1295 West Washington Street |
| 10 | Wall Sign Alternatives | Suite 108 |
| 11 | Other Sign Types | Tempe, Arizona |
| 12 | Other Sign Types | Office Tel: (480) 559-8355 |
| | | Cell: (602) 694-2755 |

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Project Narrative

The comprehensive sign plan is intended to regulate signs within the development and establish a consistent design theme, particularly with respect to the signs that will be located at the perimeter of the project. The comprehensive sign plan has been structured to provide a hierarchy of wayfinding and identification. Signs are classified by the following categories:

1. **Center Identification / Multi Tenant Sign:**
These signs will provide the main project identification on major roadway intersections on Higley and Baseline Roads (refer to Site Plan for locations). The sign incorporates the overall design theme of the project, is scaled to be easily read from vehicles, and serves to let customers know they have arrived at the neighborhood mixed use project. Additionally, the corner sign wall will provide two locations for tenant panels (refer to illustration).
2. **Multi-Tenant Tower and Monument Signs:**
These signs will provide identification of major users within the entire project and are also scaled to be easily read from vehicles (refer to Site Plan for locations). The signs are double-sided monuments with internally illuminated tenant panels. Tenant panels are routed aluminum with back up acrylic and translucent vinyl (refer to illustration).
3. **Single Tenant Monument Signs:**
These signs will provide identification of tenants occupying an entire building. Tenant panels can be custom three dimensional, internally-illuminated cabinets (refer to illustration).
4. **Internal Monuments and Regulatory Signs:**
These signs will be located within the development on private roadways. They will be placed at logical points and entries to interior parcels and have the same character as tower and monument signs along the public roadways. Uniformly designed regulatory signage within each lot will also be required.
5. **Building Wall Signs:**
Signs mounted on the walls of buildings of the types indicated (refer to illustrations and other criteria).

All types of tenant signage require Developer's written approval. Specific design requirements of each signage type are described herein.

Vicinity Map



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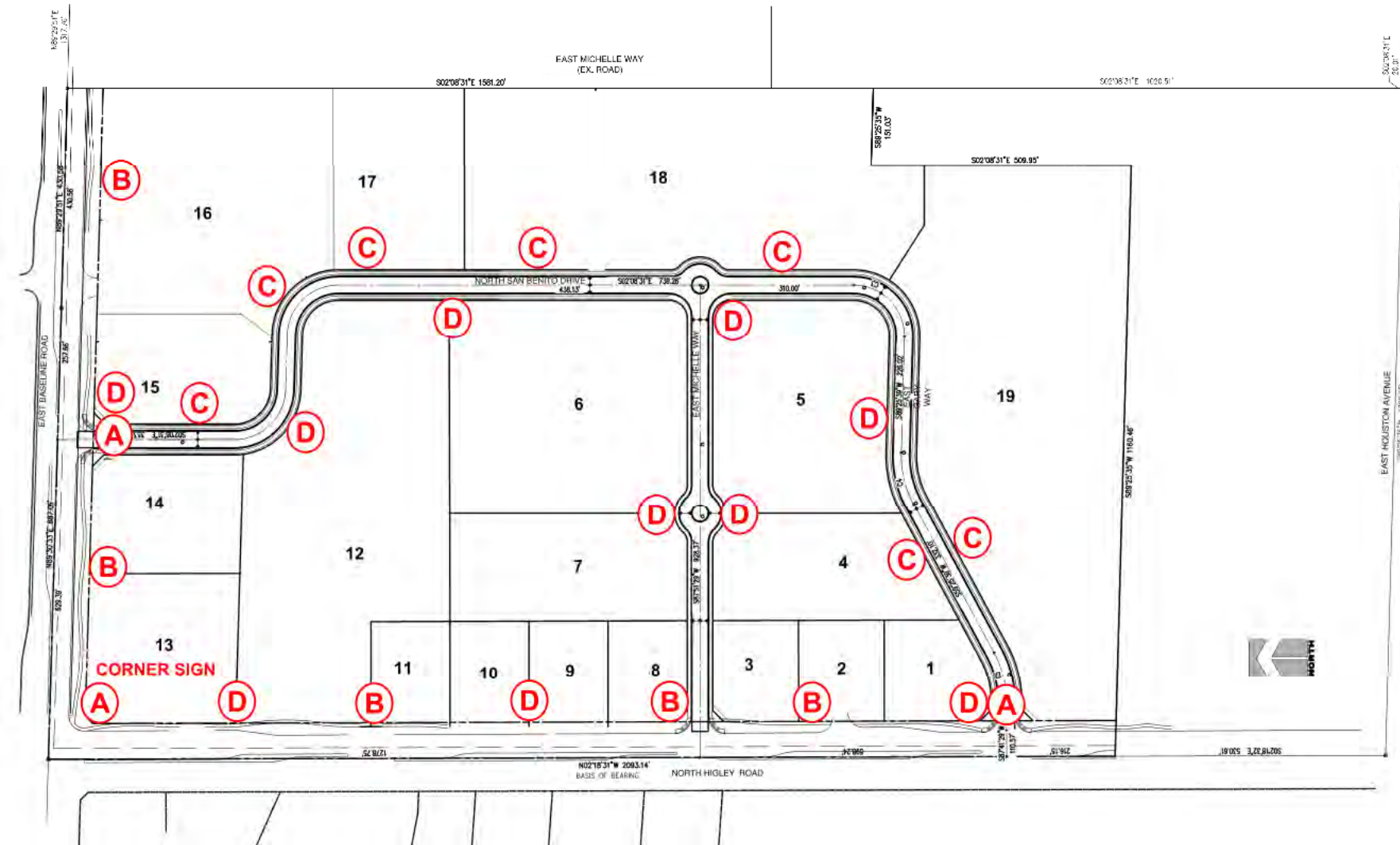
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NARRATIVE AND VICINITY MAP



FREESTANDING SIGNS

- A** Center ID
- B** Multi-Tenant Tower Sign
- C** Single-Tenant Monument Sign
- D** Multi-Tenant Monument Sign

SITE DATA

Zoning: (RC) Regional Commercial

Site Area: 61.21 Acres

Street Frontage: 2043-ft – Higley Road
1167-ft – Baseline
3210-ft – Total

Signs Allowed: 1 per 300-lf frontage not including Corner Sign.
Higley = 6
Baseline = 3

SITE NOTES

Freestanding signs to be setback a minimum of 3-ft from R.O.W.

Quantity, location, and type of signage on internal roadways are subject to change.

All directory signage shall meet current town codes at the time of permitting.

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FREESTANDING SIGN MATRIX (Parcels fronting on public streets – design also applies to internal streets)

| Sign | Sign Type | Function | Location | Quantity | Height | Size | Illumination | Materials |
|--|-----------------|---|---|----------------------------|--|---|--|---|
| Corner Sign (Sign A) Center ID Corner Sign | Channel Letters | Project Identification | Corner of Higley and Baseline Roads | 1 | Maximum 6-ft with 12-ft and 22-ft decorative pylons | Maximum 60-sf | Internally illuminated pan channel letters | Masonry, sandstone, and black steel plate (see Illustration). |
| Sign A Center ID Entry Road Signs | Channel Letters | Project and Multi-Tenant Identification | At main entrance drives both sides of drive | 1 – Baseline 1 - Higley | Maximum 6-ft with 18-ft decorative pylons and engaged tower sign | Maximum 60-sf each side plus tower sign | Internally illuminated pan channel letters | Masonry, sandstone, and black steel plate (see Illustration). |
| Sign B Multi-Tenant Tower Sign | Tower | Multi-Tenant Identification | Higley and Baseline Roads | 4 | Maximum 15-ft | Maximum 100-sf | Internally illuminated cabinet | Masonry, sandstone, and aluminum cabinet (see illustration). |
| Sign C Single Tenant Monument Sign | Monument | Single Tenant Identification | Internal Roadways Only | 0 | Maximum 8-ft | Maximum 35-sf | Internally illuminated cabinet | Masonry, sandstone, and aluminum or painted steel cabinet (see Illustration). |
| Sign D Multi-Tenant Monument Sign | Monument | Multi-Tenant Identification | Higley and Baseline Roads | 5 | Maximum 10-ft | Maximum 48-sf | Internally illuminated cabinet | Masonry, sandstone, and aluminum cabinet (see illustration). |

WALL SIGN MATRIX (Parcels fronting on public streets – design also applies to walls on internal facing streets)

| Sign | Sign Type | Function | Location | Height | Size and Area | Illumination | Materials |
|---|----------------------------|------------------------------|--|---|---|---|--|
| Tenants less than 5,000-sf | Wall Signs | Tenant Identification | Wall surfaces & architectural features designed to accommodate signage | Per Town of Gilbert Sign Ordinance | Per Town of Gilbert Sign Ordinance | Interior, backlit, exposed neon lettering or a combination thereof. | Aluminum, Acrylic, Painted Metal, Neon Materials |
| Tenants between 5,000-sf and 12,000-sf | Wall Signs | Tenant Identification | Wall surfaces & architectural features designed to accommodate signage | Per Town of Gilbert Sign Ordinance with 10% increase | Per Town of Gilbert Sign Ordinance | Interior, backlit, exposed neon lettering or a combination thereof. | Aluminum, Acrylic, Painted Metal, Neon Materials |
| Tenants greater than 12,000-sf | Wall Signs | Tenant Identification | Wall surfaces & architectural features designed to accommodate signage | Per Town of Gilbert Sign Ordinance with 25% increase | Per Town of Gilbert Sign Ordinance | Interior, backlit, exposed neon lettering or a combination thereof. | Aluminum, Acrylic, Painted Metal, Neon Materials |
| Other Signage | Variety of those permitted | Per the respective sign type | Per respective sign type | Per Town of Gilbert Sign Ordinance and Design Criteria herein | Per Town of Gilbert Sign Ordinance and Design Criteria herein | Per Town of Gilbert Sign Ordinance and Design Criteria herein | Per Design Criteria herein |

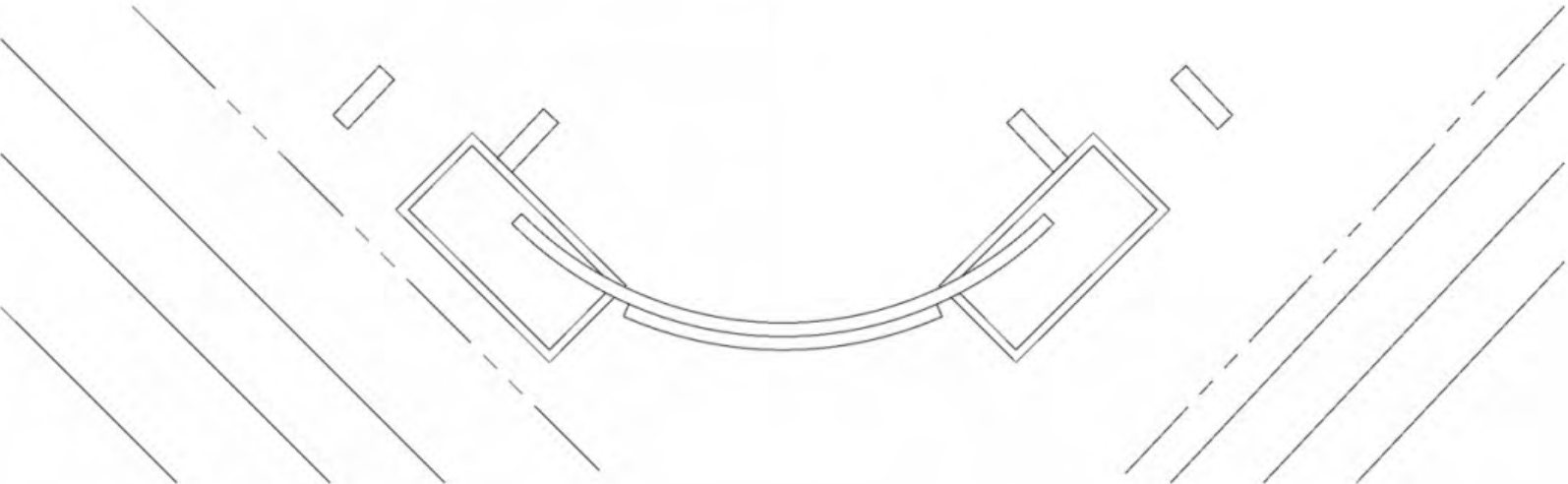
NOTE: Refer to Wall Sign Design Criteria for other requirements and limitations; and Design Criteria for other miscellaneous sign types. Signage shall meet separation requirements per Town of Gilbert Land Development Code.

CORNER PROJECT IDENTIFICATION SIGN

- Function: Project identification to imitate a gate element.
- Location: 1 sign at the corner of Higley and Baseline Roads.
- Quantity: 1
- Sign Area: 70-sf each side.
- Materials Masonry planter wall with 6-ft curved hot-rolled black steel plate engaging the masonry wall with sandstone veneer.
- City Gate Logo/ID: 42" high letters constructed of 6" deep pan channel 'City Gate' text, white-plex faces, black returns, black plate behind where letters extend above.
- Gilbert Logo/ID: 12" high letters constructed of 3" deep pan channel letters, white-plex faces, black returns.
- Illumination: LED light strips within letters.
- Light Pylons: One 12"×36"×144" sandstone pylon and one 12"×36"×216" sandstone pylon each side with 42" high acrylic LED illuminated light bar extending 42" above.
- Transformers: Located in concealed box/raceway, mounted on the back side of the steel plate.



CORNER PROJECT IDENTIFICATION SIGN



SIGN PLAN

Prepared by: Woodbury Corporation and AV3 design studio

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ENTRANCE ROAD PROJECT IDENTIFICATION - TYPE “A” (with engaged Tower element)

| | | | |
|--------------------|---|------------------------|---|
| Function: | Project identification to imitate a gate element. | Gilbert Logo/ID: | 12" high letters constructed of 3" deep pan channel letters, white-plex faces, black returns. |
| Location: | 1 signs on Higley Road and 1 sign on Baseline Road. Signs located on each side of the entry. | Illumination: | LED light strips within letters. |
| Quantity: | 2 | Light Pylon: | 12" × 36" × 180" sandstone pylon with 42" high acrylic LED illuminated light bar extending above. One located on each side. |
| Sign Area: | 60-sf each side. | Transformers: | Located in concealed box/raceway, mounted on the back side of the steel plate. |
| Materials | Masonry planter wall with 6-ft high hot-rolled black steel plate stepping to 4-ft high engaging the masonry wall with sandstone veneer. | Multi-Tenant Monument: | Matches the criteria for Multi-Tenant Tower Sign Type “D”. |
| City Gate Logo/ID: | 42" high letters constructed of 6" deep pan channel 'City Gate' text, white-plex faces, black returns, black plate behind where letters extend above. | | |

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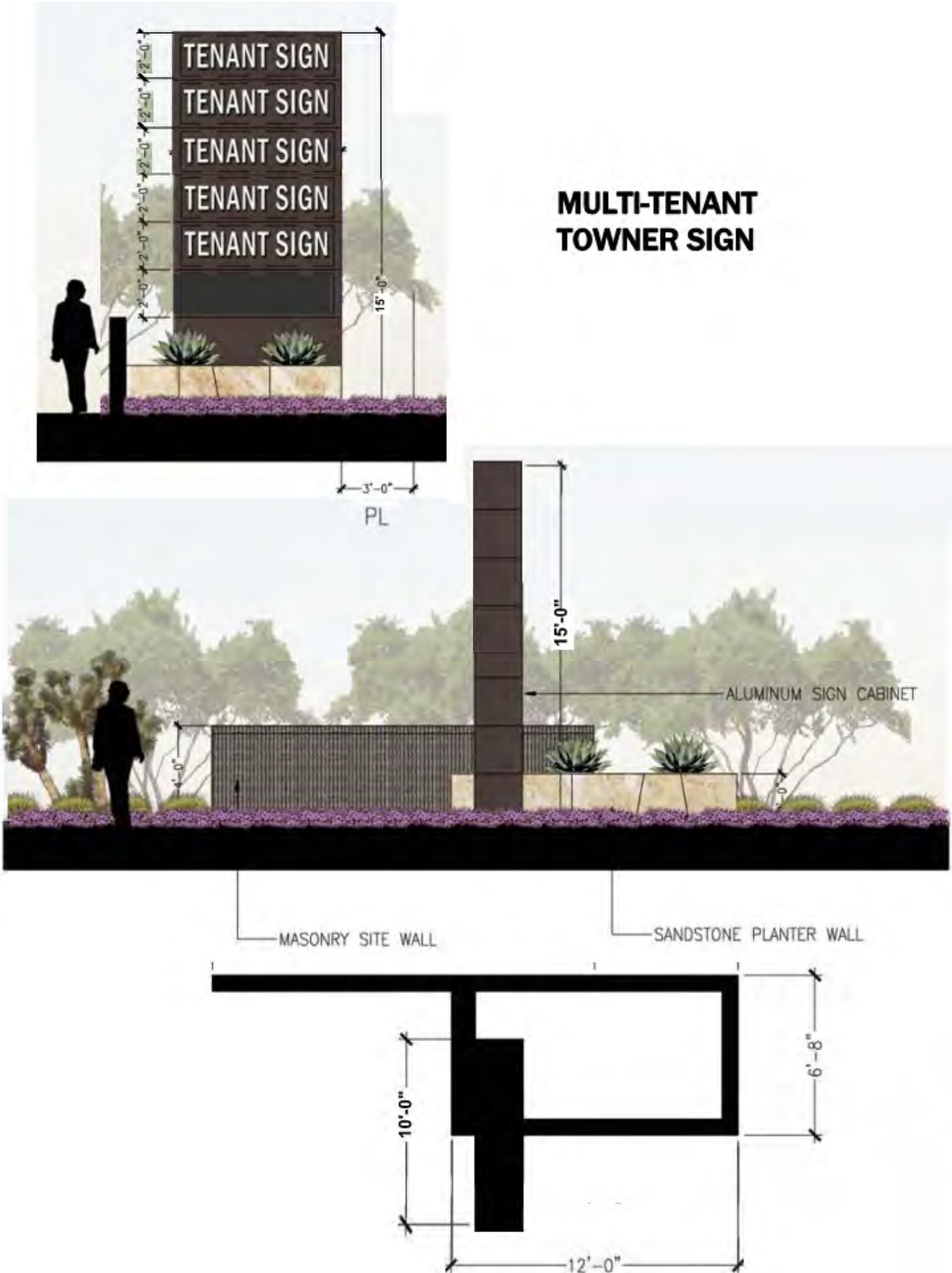
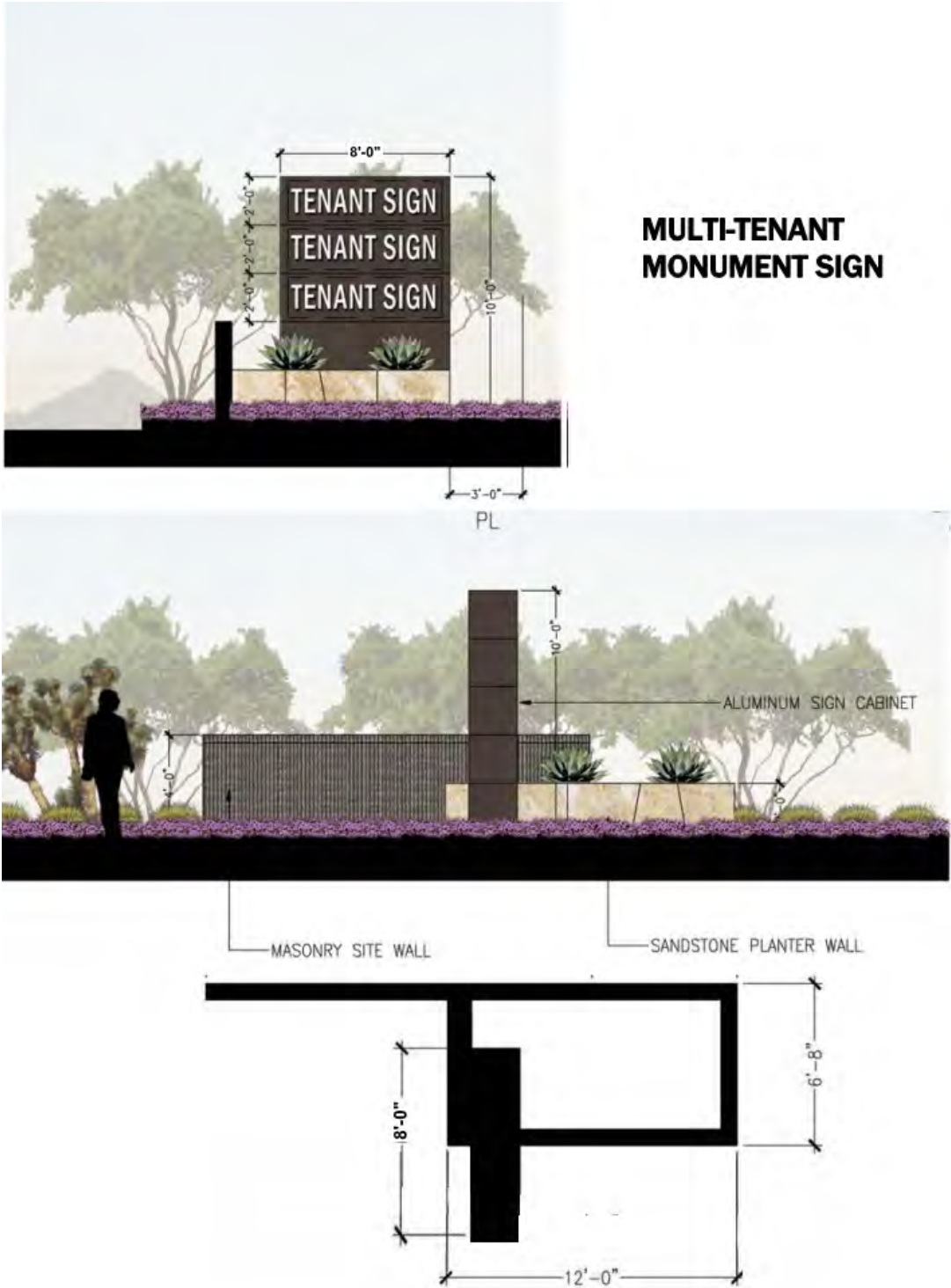
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MULT-TENANT MONUMENT SIGN - TYPE D

MULT-TENANT TOWER SIGN - TYPE B

- Function: Multi Tenant Identification
- Location: Higley and Baseline Roads
- Quantity: Type B – 3 not including that used in conjunction with Type A.
Type D - 4
Quantities on internal roads subject to change.
- Materials: Fabricated aluminum cabinet to match a selected color finish. Base feature to include sandstone veneer and accent masonry wall.
- Height: Type B - 10'-0"
Type D - 15'-0"
- Sign Area: Type B - 48-sf total
Type D – 100-sf total
- Tenant Panels: Painted aluminum cabinet faces with routed Tenant copy and push through acrylic copy. Graphics per tenant corporate standard colors and logo/letter style.
- Panel Size: Individual panels may vary based on number of tenants occupying the area.
- Illumination: Internally Illuminated.

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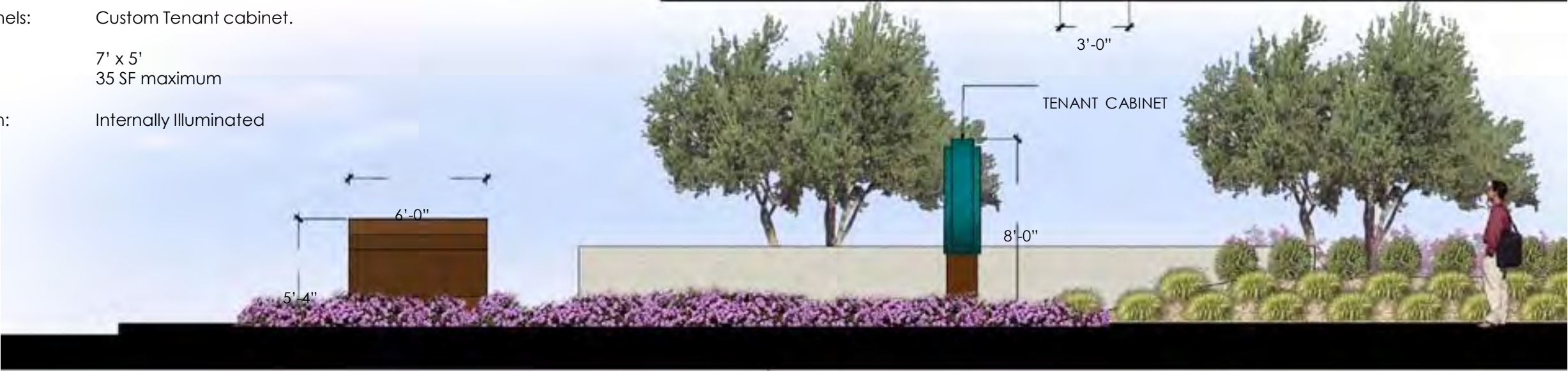
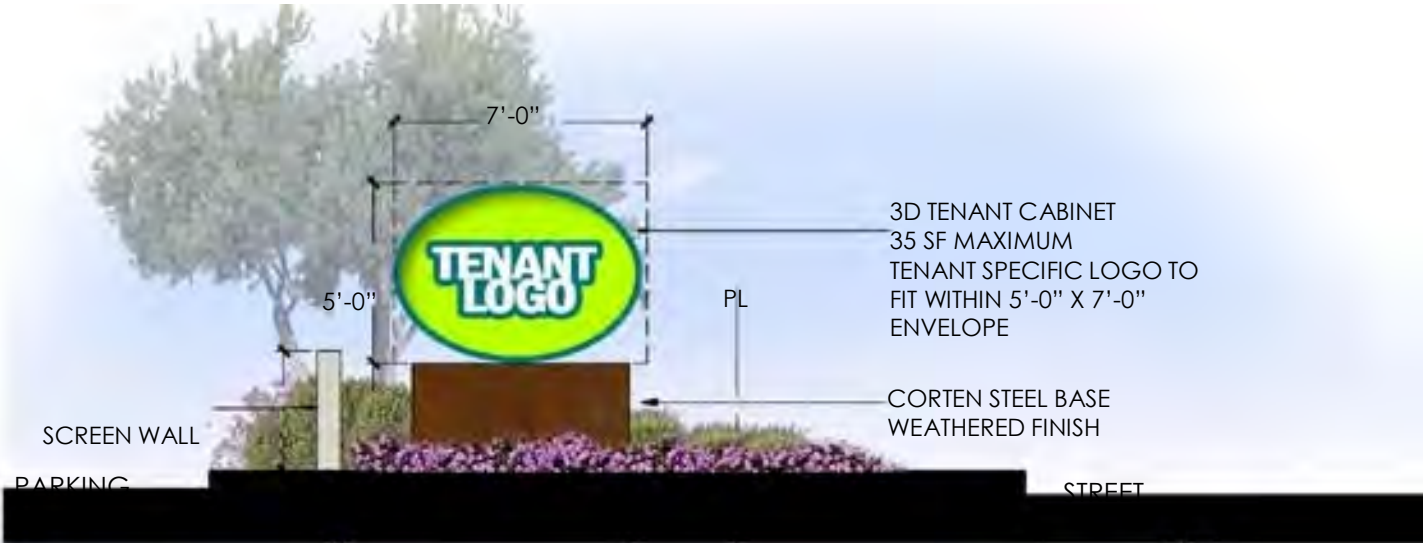


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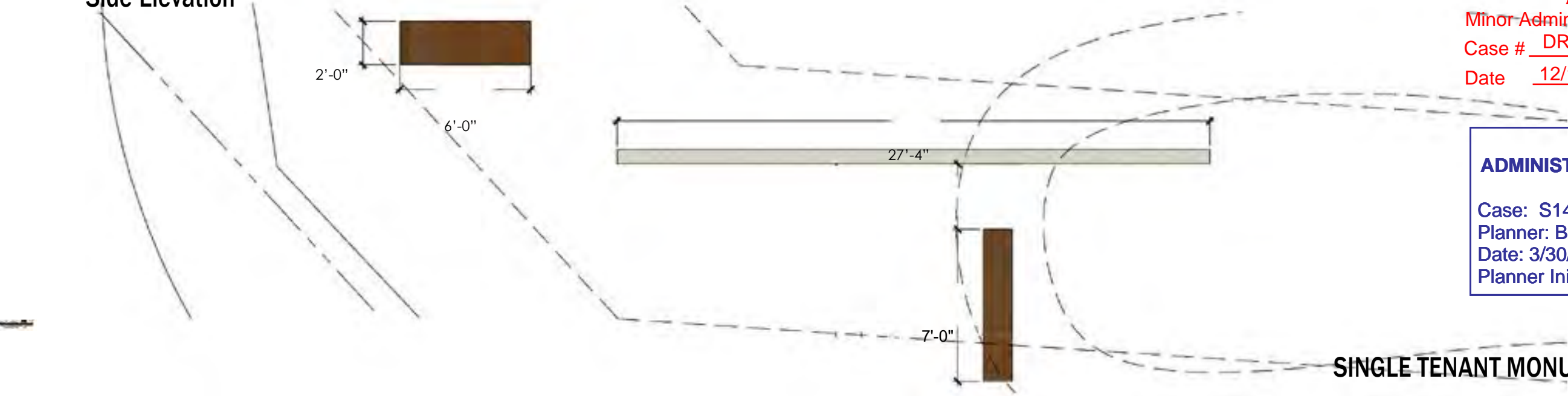
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SINGLE - TENANT MONUMENT SIGN TYPE C

- Function: Single Tenant Identification
- Location: Banner Gateway Drive
- Quantity: 3
- Materials: Custom tenant specific cabinet.
3D graphics encouraged.
Standard base, black steel finish.
- Height: 8'-0"
- Tenant Panels: Custom Tenant cabinet.
- Size: 7' x 5'
35 SF maximum
- Illumination: Internally Illuminated



Side Elevation



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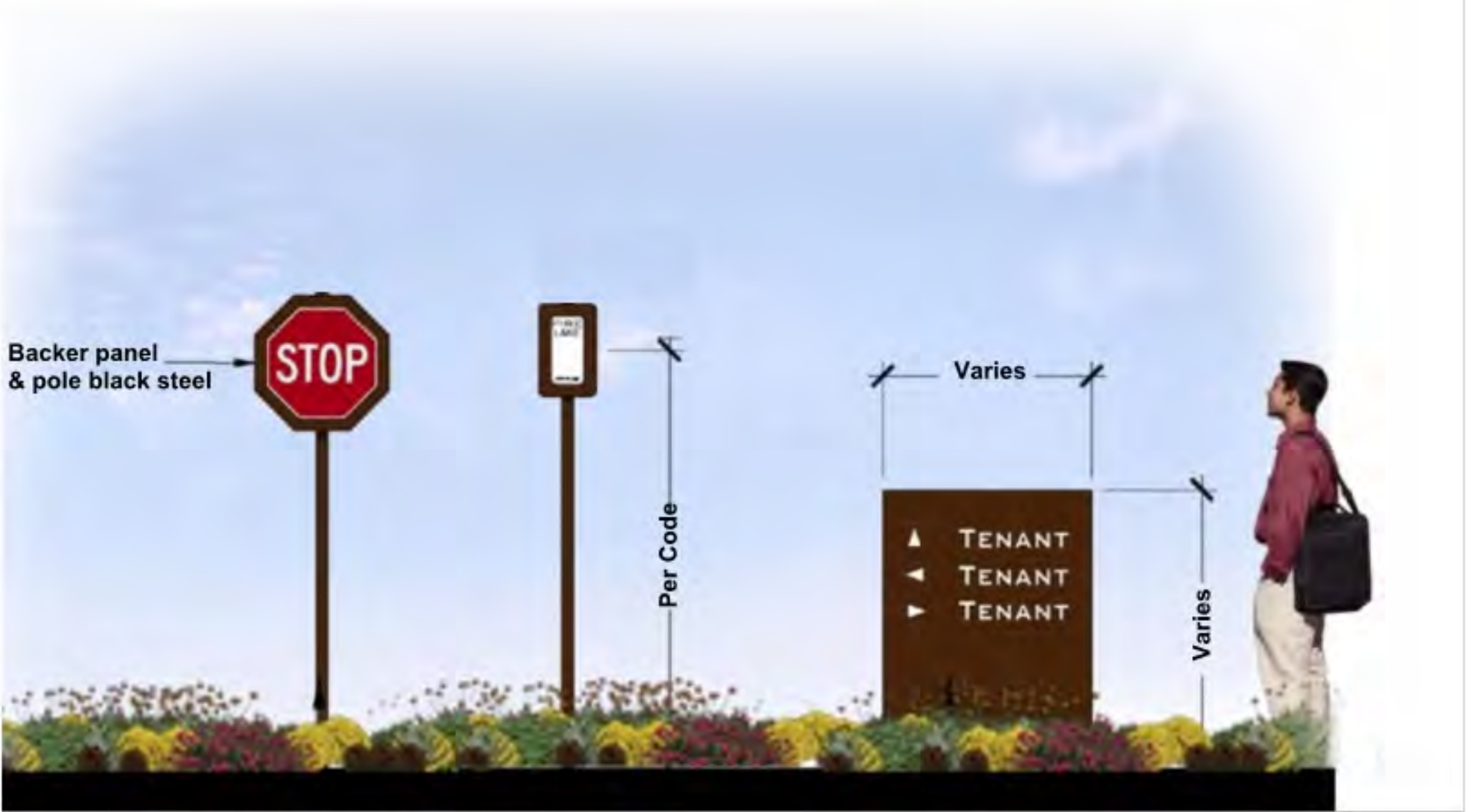
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DIRECTIONAL SIGNS

- Function: Internal project circulation and directional to key locations and tenants within the development.
- Location: Strategically placed within the interior of the development.
- Quantity: As required and determined by MDL.
- Materials: Aluminum cabinet matching multi-tenant signs or utilizing materials compatible with building exterior.
- Height: Varies depending on condition & number of tenants, but may not exceed maximum allowed.
- Illumination: Internally Illuminated.

REGULATORY SIGNS

- Materials: 1/4" black painted steel backer plate with signage attached thereto and 1" minimum square steel post.
- Height: 6' or as required by code and MUTCO standards.
- Size: Per applicable codes.
- Colors: Pole and plate to be painted black.
- Illumination: None



REGULARTORY
SIGN

INTERNAL
HANDICAP SIGN

INTERNAL DIRECTIONAL
SIGN

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Comprehensive Sign Plan

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout the City Gate Project for the mutual benefit of all tenants and as part of the Comprehensive Sign Program approved by the Town of Gilbert pursuant to the signage criteria of its Zoning Ordinance. All signage shall comply with applicable building and electrical codes of any governmental authority having jurisdiction. If a conflict is found to exist between these criteria and final criteria approved by the Town of Gilbert, the latter date shall prevail.

I. Submittal & Compliance Procedure

- All signage proposed by tenants and parcel owners must be approved in writing by the Master Developer/Landlord's designated representative (MDL) prior to submittal to the City.
- Submittals shall be transmitted electronically and include scaled color elevation drawings showing the size of lettering, size of sign, construction and installation details and sections through letters, color schemes, and placement locations of signage in relation to each elevation. Conformance will be strictly enforced. Approval or disapproval of sign submittals based on aesthetics or design shall remain the sole judgment of the MDL.
- MDL's representative shall review the drawings of the proposed signage and return marked "Approved", "Approved as Noted", or "Revise and Resubmit".
- "Approved" or "Approved as Noted" drawings will permit the tenant to proceed with permitting, sign fabrication, and installation in accordance with the drawings including modifications noted thereon. "Revise and Resubmit" drawings shall be revised and resubmitted to MDL.
- A copy of MDL's approval of the sign shall be submitted to the City with all requests for sign permits.
- MDL's approval does not guarantee approval by the City. Tenants shall be required to independently apply for all required permits and obtain municipal approvals prior to installation.

II. General Requirements & Restrictions

- Tenant shall comply with all additional requirements designated by MDL pursuant to any lease or purchase and sell agreements including, but not limited to, repair of any damage to building finishes, making penetrations watertight, and removal and repair of surfaces at termination of lease.
- All signage shall comply with all municipal building, zoning, and signage requirements.
- Signs installed without written approval by the MDL will be subject to removal, modification, and reinstallation at tenant's expense. Non-compliant or signs not approved by MDL installed by a tenant shall be brought into conformance at the sole expense of the tenant even if tenant otherwise complied with municipal requirements.
- All signs shall be properly maintained including replacement of lighting elements, transformers, ballasts, etc. Damaged or incorrectly operating signs shall be repaired within no more than 30-days after damage occurs.
- The copy content of the tenant's signage shall generally not include the product sold, except as a part the of the tenant's trade name.
- All power connections, conductors, transformers, crossovers, and other equipment shall be concealed. No exposed conduit, tubing or transformers will be permitted. No exposed raceways allowed.
- All required penetrations for the designated area for signage shall be neatly sealed in a watertight condition.
- All fasteners, bolts, or clips shall be concealed, constructed of stainless steel, nickel or cadmium-plated, and shall be painted to match the sign mounting surface.
- Flashing, moving or audible signs will not be permitted.

- All signs shall be fabricated using full welded construction or similar method to conceal light leaks.
- No labels or identifications shall be permitted on the exposed surface of signs except those required by local ordinance, which shall be applied in an inconspicuous location.

III. Wall Sign Design Criteria

- Except as otherwise indicated, all signs shall utilize individual, internally illuminated letters and logos of pan channel metal or channelume letters with acrylic faces, reverse pan channel "halo" illuminated letters or any combination thereof. The letters are to be mounted onto the building fascia or sign area as designated by MDL.
- All signage shall be installed in compliance with electrical code and UL 2161/ UL 48 specifications and the Town of Gilbert sign ordinance, except as modified herein as part of this Comprehensive Sign Plan.
- Letter style, face color and color of returns and trim strips shall be of good taste and design as selected by tenant and approved by MDL. Retainers for pan channel letters must match letter face color.
- Lighting elements shall utilize LED, neon, argon, or other gas tube technologies. All lighting elements to be concealed except that exposed neon may be permitted as a decorative accent.
- Maximum sign areas and letter heights may not exceed that permitted by the Town of Gilbert sign ordinance.
- Individual channel or reverse channel letters and logos must be constructed of minimum of 0.050 aluminum or painted metal. Letter faces must be a minimum of 1/8" plexiglas or acrylic. Back plates of channelume letters must be minim 3/16" metal ply. Depth of returns may not exceed 6".
- Where smaller letters are a part of a logo, a registered trademark, a national or regional brand, or approved tenant name, they may be installed in a single subcabinet where the cabinet face has a solid background with routed out or push through letters. Alternatively, such letters may be non-illuminated, but must be individual and have a minimum depth of 1".
- Custom Cabinet Design: An alternative signage option to the standard channel letters is the use of "custom cabinets." These custom cabinets utilize a multiple layered design with a mix of solid, opaque, and translucent backgrounds and various types of lettering and internal illumination built around a single unit, recessed into or made a part of the wall construction, or suspended from building fascias as an architectural element of the storefront design. Surface-mounted cabinets are prohibited. Creative designs and forms, rounded corners, and other unique usage of high quality materials are encouraged. All designs and installation details must be approved on an individual basis by MDL at its sole discretion.
- Indirectly Illuminated Signs: Another alternative signage option to the standard channel letters is the use of indirect illumination. In such instance, the letters may be non-illuminated, but must be individual and have a minimum depth of 1". Fixtures utilized to illuminate such signs must be decorative, of a style that is compatible with and a part of the architectural character of the storefront, and have the light source concealed. All designs and installation details must be approved on an individual basis by MDL at its sole discretion.

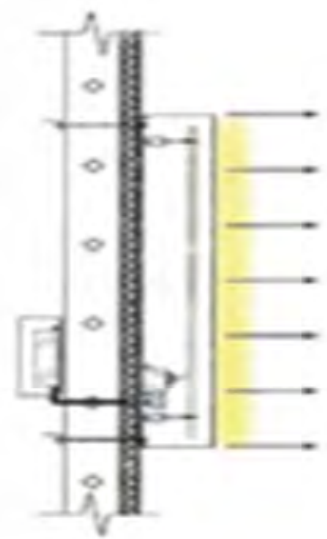
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GENERAL REQUIREMENTS

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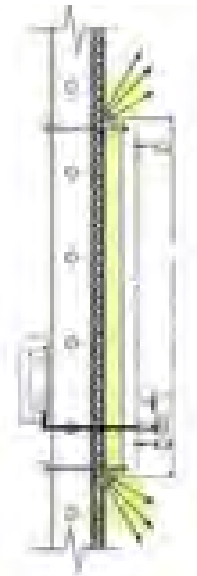


Type “A”

Typical face-lit pan channel letter translucent acrylic letter face allows light to pass out the front of the letter.

Transformer concealed behind wall.

Use neon or LED lighting.



Type “B”

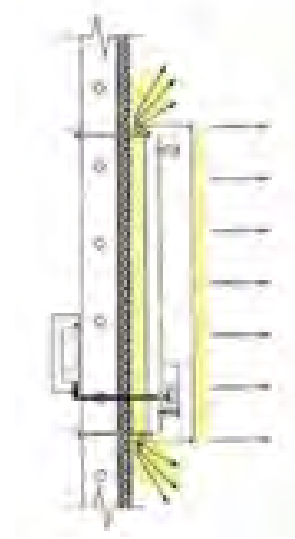
Typical Halo-illuminated reverse pan channel letter.

Letter face is opaque painted metal

Open letter back allows light to pass out the back of letter to reflect off the wall surface behind.

Transformer concealed behind wall.

Use neon or LED lighting.



Type “C”

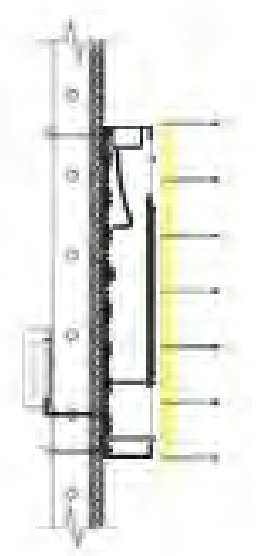
Typical combination face lit/halo-illuminated pan channel letter.

Translucent acrylic letter face allows light to pass out the front of the letter.

Open letter back allows light to pass out the back to reflect off of the wall surface behind.

Transformer concealed behind wall.

Use neon or LED lighting.



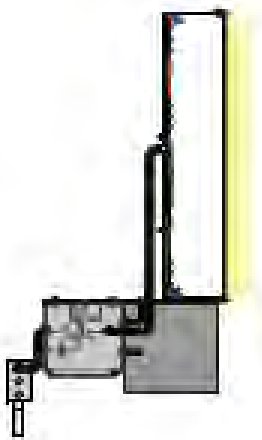
Type “D”

Typical push-through letter with backup acrylic and vinyl in pan channel letter.

Letter face is opaque painted metal.

Transformer concealed behind wall.

Use neon or LED lighting.



Type “E”

Beam mounted pan face-lit channel letter

Letter to be over beam and raceway behind beam.

Raceway with transformers concealed inside color and size to match beam.

Use neon or LED lighting.

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WALL SIGN ALTERNATIVES 10

IV. Tower and Monument Signs

- 1. The base and cabinet design, materials, and size of all Tower and Monument Signs shall be as shown on the respective illustrations contained herein. All signs shall be double-faced. The treatment of face on each side shall be identical.
- 2. Faces should be constructed of acrylic, plexiglass, or solid aluminum materials and utilize a multiple layered design with a mix of solid, opaque, and translucent backgrounds with routed, push-through, or face-mounted, 3-dimensional lettering. Flat faces with vinyl-applied lettering or white background faces are not permitted.
- 3. Illumination shall utilize concealed internal lighting elements within cabinets. Indirect lighting is generally not permitted.
- 4. Electronic reader-boards are permitted. Where utilized, the individual LED light elements shall be tightly spaced to substantially eliminate a pixelized effect from pedestrian and slow-moving vehicular, eye-level perspectives.
- 5. **Single Tenant Monuments:** Creative design and use of materials is encouraged. The shape and size of cabinets may vary and multiple cabinets may be utilized provided the overall dimensions do not exceed the maximum shown on the Single Tenant Monument Sign Illustration. Faces having removable letters are prohibited.
- 6. **Multi-Tenant Tower and Monuments:** The size and location of tenant panels shall be determined by MDL in accordance with lease and purchase agreements.

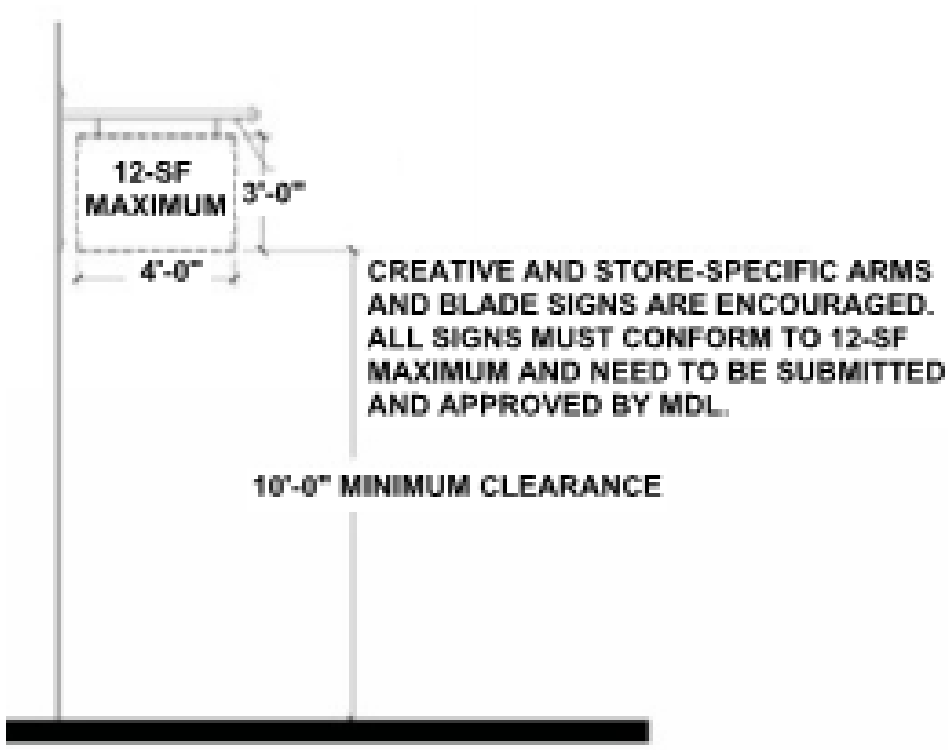
V. Pad Site Signage

- 1. All building wall signs shall be subject to the Wall Sign Design Criteria described herein. Freestanding single or multi-tenant monument signs may be erected for single occupant buildings and pad sites in conformance to the Monument Sign Criteria described herein. Additional informational, directional, or menu-board signs may be placed in accordance with the criteria herein. All such signs shall be of a similar character and design.
- 2. Freestanding directional signs may be placed at entries to the pad site. Such signs must be mounted on a decorative pedestal or base utilizing the same materials in the primary building. Maximum height above grade to be 36". Maximum area of sign face to be 3-sf. Faces may be two-sided, shall be internally illuminated with panels that are routed and backed with acrylic and translucent vinyl.
- 3. Menu boards may be freestanding or placed on buildings. Freestanding signs must be mounted on decorative pedestal or base utilizing the same materials in the primary building. Maximum height above grade to be 6-ft. Maximum area of sign face to be 36-sf. Faces to be one-sided and internally illuminated. Cabinets to be painted with same color as utilized in primary building.

VI. Blade, Suspended, or Projecting Signs

- 1. Such signs may be provided on a primary storefront. All blade signs, associated support brackets, and storefront blocking are to be provided and installed by tenant upon receipt of written approval from landlord.
- 2. To the extent practical, the shape of blade signs should be unique. Where the face is rectangular, the corners must have a minimum 1" radius rounded edge.
- 3. All signs shall be securely mounted to the fascia or structure and have solid blocking installed. Sign installer is responsible for verifying the adequacy of the support framing based on the weight of the sign to be installed.
- 5. All signs must be two-sided with each side being equal in design, graphic content, and configuration.
- 6. Prohibited signs include vinyl graphics on flat faced panels, letterforms less than 3/4" thick (unless acid-etched and filled), brackets finished in a color that does not match storefront, chain-hung or swinging support elements, and neon letters or trims.
- 7. Blade sign material may be metal, glass, MDO overlay with sign foam, or MDO overlay with Sintra.

- 8. Minimum thickness of primary blade panel to be 1" (2" if glass) and have etched or raised graphics.
- 9. Graphics applied to the faces must be sculptured, raised, or routed and shall have a minimum depth of 3/8" and a maximum projection 2" on each side. Vinyl letter forms are generally prohibited. Acid-etched and filled graphics are acceptable.
- 10. Sign shall extend no more than 4-ft beyond the face of the storefront. Height shall be no greater than 4-ft and the bottom edge shall be 10-ft above the sidewalk. Generally, signs shall be placed within the middle half of the storefront.
- 11. Illumination of blade signs is optional. If indirectly illuminated, use a fixture approved by MDL with warm incandescent lamp. Internally illuminated panels may be permitted only if the background material is opaque and the lettering is punch-through or routed.
- 12. Signs projecting from walls may be supported directly by rigid brackets connected at the side to the storefront fascia or suspended from a bracket arm extending from the fascia. If suspended from an arm, the drop support portion must be rigid. Support brackets and hardware shall be painted to match the metal used at storefront. Other colors will be considered if they provide continuity with a branded identity and are compatible with other materials and the design of the storefront.
- 13. Signs suspended from ceilings or soffits must be supported with rigid metal pipes. Provide rigid backing at points of connection or secure directly to structural framing above. Maintain 4" space between top of sign and bottom of soffit.



Typical Hanging Blade Sign

APPROVED
ADMINISTRATIVE DESIGN REVIEW

Case: S14-07-S
Planner: B. Caravona, AICP
Date: 3/30/2017
Planner Initials: RC

OTHER SIGN TYPES

APPROVED
Minor Administrative Design Review
Case # DR19-192 (S14-07-S-A)
Date 12/19/19

VII. Miscellaneous Signs

1.

Sales or Leasing Signs: Temporary signs advertising the sale or leasing of a parcel will be allowed. These signs shall not exceed 8-ft in height and a total of 32-sf per side in sign area.
2.

Construction Signs: A sign denoting the Architects, Engineers, Contractor and other related subjects will be allowed for initial construction phases only. Said sign will be removed within 10-days after building occupancy. One sign for each separate construction project will be allowed. Each sign shall not exceed 8-ft in height and a total of 32-sf per side in sign area.
3.

Temporary Signs and Banners: Signs and banners listing the name of a future tenant will be allowed until the occupancy of the tenant. Such signs, if ground-mounted, shall not exceed 8-ft in height and a total of 32-sf in sign area, per side; if a banner, mounted on the wall of the building, height shall not exceed 4-ft and total sign area 64-sf. Tenant shall not hang or display any promotional banners in the common area or on the exterior walls of the tenant's building after permanent occupancy. Moveable A-frame or moveable illuminated cabinet signs are prohibited.
4.

Window Signs: Tenant shall be permitted to place signage in storefront windows behind the glass, including exposed neon, only if such signs are of a permanent nature and are professionally painted or attached. No moving or flashing elements will be permitted. Maximum size shall not exceed 15% of the glass area or individual pane to or behind which the signage is placed. Permanent window signage is subject to MDL approval. Temporary signage and posters advertising sales or other promotional events will be permitted within storefront windows so long as such signs are professionally prepared and remain in the window for no more than 2 consecutive weeks. Banners, soap and water color hand-painted graphics are prohibited.
5.

Signs on Flat Metal Awnings: Where flat metal awnings exist above tenant's storefront, signs may be placed on the leading edge thereof. The face of sign letters shall be flush with the front metal edge of the awning and sit directly on top of the metal edge. No background panel is necessary. A 6" to 8" deep by 6" high metal raceway may be mounted directly on top of the awning and behind the lettering. Length of raceway shall equal the full width of the sign. Lettering shall be attached to the face of the raceway and extend above. Power service conduits shall, to the greatest extent practical, not be visible.
6.

Informational Window and Door Signs: Painted or vinyl letters on windows or doors indicating address, operating hours, or otherwise identifying customer or service entrances will be permitted provided such letters are no larger than 4" in height. The location, quality, color, and letter type are subject to MDL approval.
7.

Vehicle Signs: Vehicle signs on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles is prohibited.
8.

Signs on Fabric Awnings: Awnings shall be constructed of a steel or aluminum framework mounted directly to the building wall and sized to fit the full width of a building panel between columns. Fabric shall cover the entire framework including the sides. The bottom can be open if non-illuminated; if illuminated, constructed with a hinged panel to permit replacement of light elements and cleaning of the back, sides, and bottom of the fabric. The color and design of the awning fabric is flexible, but must be compatible with the building colors and other building awnings in the sole judgment of MDL. Size of lettering shall be governed by their proportion to height and width of the awnings and may be placed on the sloping and/or vertical face of the awnings. MDL shall be the sole judge as to what constitutes a pleasing proportion and will require sufficient clear space at either end and above and below the script.
9.

Suite Identification: Suite numbers shall appear directly over each entry, to be applied white vinyl on the exterior of the glass. Six-inch high suite numbers to display in Arial Narrow font.
10.

Window Graphics: Where window walls exist and tenant desires to install partitions, fixtures, equipment, or other solid materials on the inside of the store across such windows, the glass and cavity areas shall be constructed or modified utilizing one of the following methods. The method used for obscuring the wall behind and all graphics and signage is subject to the prior approval of MDL's architect and must be shown on tenant's plans or sign submittals.

a.

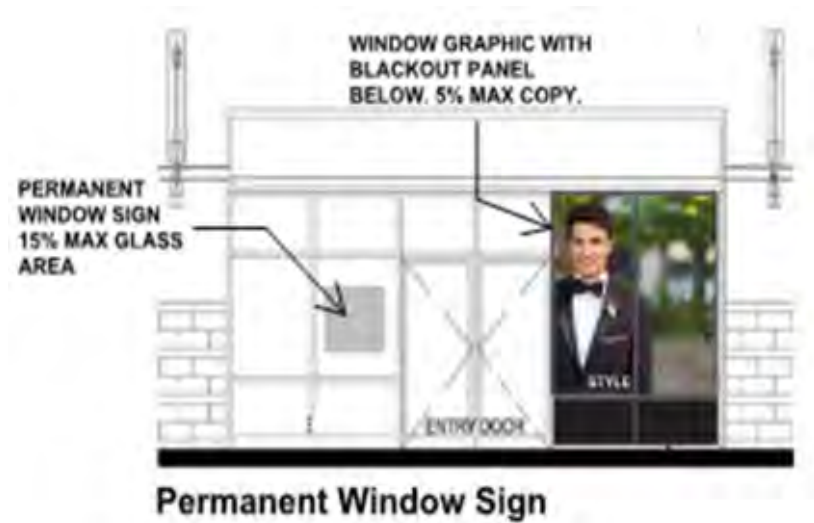
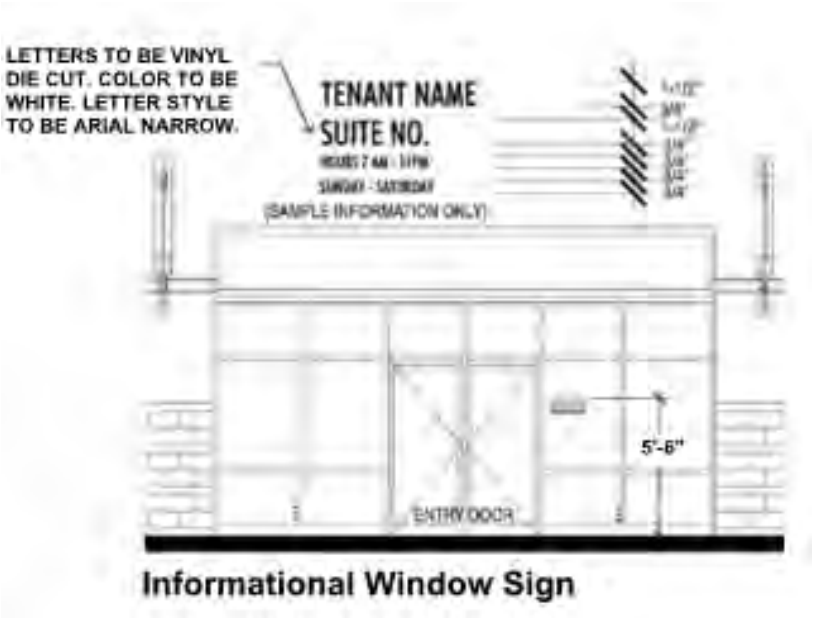
Install an illuminated merchandising display window consisting of a partition and fixture on inside of store set away from the window 2-ft or more as required to allow access and fit merchandise displays. Install a finish material on the back wall to which seasonal displays of merchandise, permanent signage, and/or other graphics may be placed. Provide indirect illumination for such displays or graphics.

b.

Install on the inside or exterior face of the entire glass surface a permanent backlit translucent vinyl graphic that obscures the wall construction or fixtures behind. Such graphic should depict a product or products, or create a visual image appropriate to the character of the store. No more than five percent (5%) of the surface area may be utilized for words or lettering.

- c.

Installation of black opaque vinyl film or heat treated spandrel glass is strictly prohibited except that Landlord may permit it at the base below 18" in window openings extending to the floor or above 10-ft in window openings extending higher. If vinyl film is provided, tenant shall appropriately insulate, air-condition, and vent the area behind to prevent heat build-up. In the event of any glass breakage due to heat build-up or bubbling or cracking of the vinyl film, tenant shall be responsible for the prompt replacement of glass and film materials.



APPROVED

ADMINISTRATIVE DESIGN REVIEW

Case: S14-07-S

Planner: B. Caravona, AICP

Date: 3/30/2017

Planner Initials: RC

OTHER SIGN TYPES

APPROVED

Minor Administrative Design Review

Case # DR19-192 (S14-07-S-A)

Date 12/19/19



NOTICE OF DECISION

March 30, 2017

RE: S14-07-S, City Gate Comprehensive Site Plan Revisions, (City Gate Comprehensive Sign Plan)

Dear Lance Richards:

Staff has reviewed the revised drawings received for Administrative Design Review regarding **S14-07-S, City Gate Comprehensive Site Plan Revisions (City Gate Comprehensive Sign Plan, dated February 2017)**

. Staff has made the following findings:

- The project is consistent with the LDC and applicable design guidelines;
- The project is compatible with adjacent and nearby development; and
- The project design provides for safe and efficient provision of public services.

Based on the above, staff has approved this Administrative Design Review with the following attached information and conditions:

1. It is the developer's, applicant's and/or property's owner's responsibility to locate signs a minimum of 3' behind the right-of-way.
2. It is the developer's, applicant's and/or property's owner's responsibility to locate signs out of public or private easements. If sign is located within public or private easement, it is the developer's, applicant's and/or property's owner's to obtain the easement holder's approval and furnish said approval to the Town.

If you have any questions regarding the above, please contact me at (480) 503- 6812.

Sincerely,

A handwritten signature in blue ink that reads "Robert M. Caravona".

Bob Caravona, AICP
Senior Planner

Attachments:

1. Stamped APPROVED City Gate Comprehensive Sign Plan, dated February 2017
2. Additional Comments



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APPROVED
ADMINISTRATIVE DESIGN REVIEW

Case: S14-07-S
Planner: B. Caravona, AICP
Date: 3/30/2017
Planner Initials: *RC*

Comprehensive Sign Plan

February 2017

Prepared by:
Woodbury Corporation
2733 E Parleys Way
Suite 300
Salt Lake City, Utah 84109

| Table of Contents | | Project Team |
|-------------------|---------------------------------------|-------------------------------|
| 00 | Table of Contents | Developer: |
| 01 | Narrative and Vicinity Map | AZ Baseside L.L.C. |
| 02 | Site Plan | Contact: Lance Richards |
| 03 | Sign Matrix | 4852 East Baseline Road, #105 |
| 04 | Corner ID Sign | Mesa, Arizona 85206 |
| 05 | Entrance Road Project Identification | Tel: (602) 705-5404 |
| 06 | Multi-Tenant Tower and Monument Signs | Civil Engineer: |
| 07 | Single Tenant Monument Sign | Bowman Consulting |
| 08 | Directional and Regulatory Signs | Contact: Troy Peterson, PE |
| 09 | General Requirements | 1295 West Washington Street |
| 10 | Wall Sign Alternatives | Suite 108 |
| 11 | Other Sign Types | Tempe, Arizona |
| 12 | Other Sign Types | Office Tel: (480) 559-8355 |
| | | Cell: (602) 694-2755 |

APPROVED
ADMINISTRATIVE DESIGN REVIEW

Case: S14-07-S
Planner: B. Caravona, AICP
Date: 3/30/2017
Planner Initials:

RC

Project Narrative

The comprehensive sign plan is intended to regulate signs within the development and establish a consistent design theme, particularly with respect to the signs that will be located at the perimeter of the project. The comprehensive sign plan has been structured to provide a hierarchy of wayfinding and identification. Signs are classified by the following categories:

1. **Center Identification / Multi Tenant Sign:**
These signs will provide the main project identification on major roadway intersections on Higley and Baseline Roads (refer to Site Plan for locations). The sign incorporates the overall design theme of the project, is scaled to be easily read from vehicles, and serves to let customers know they have arrived at the neighborhood mixed use project. Additionally, the corner sign wall will provide two locations for tenant panels (refer to illustration).
2. **Multi-Tenant Tower and Monument Signs:**
These signs will provide identification of major users within the entire project and are also scaled to be easily read from vehicles (refer to Site Plan for locations). The signs are double-sided monuments with internally illuminated tenant panels. Tenant panels are routed aluminum with back up acrylic and translucent vinyl (refer to illustration).
3. **Single Tenant Monument Signs:**
These signs will provide identification of tenants occupying an entire building. Tenant panels can be custom three dimensional, internally-illuminated cabinets (refer to illustration).
4. **Internal Monuments and Regulatory Signs:**
These signs will be located within the development on private roadways. They will be placed at logical points and entries to interior parcels and have the same character as tower and monument signs along the public roadways. Uniformly designed regulatory signage within each lot will also be required.
5. **Building Wall Signs:**
Signs mounted on the walls of buildings of the types indicated (refer to illustrations and other criteria).

All types of tenant signage require Developer's written approval. Specific design requirements of each signage type are described herein.

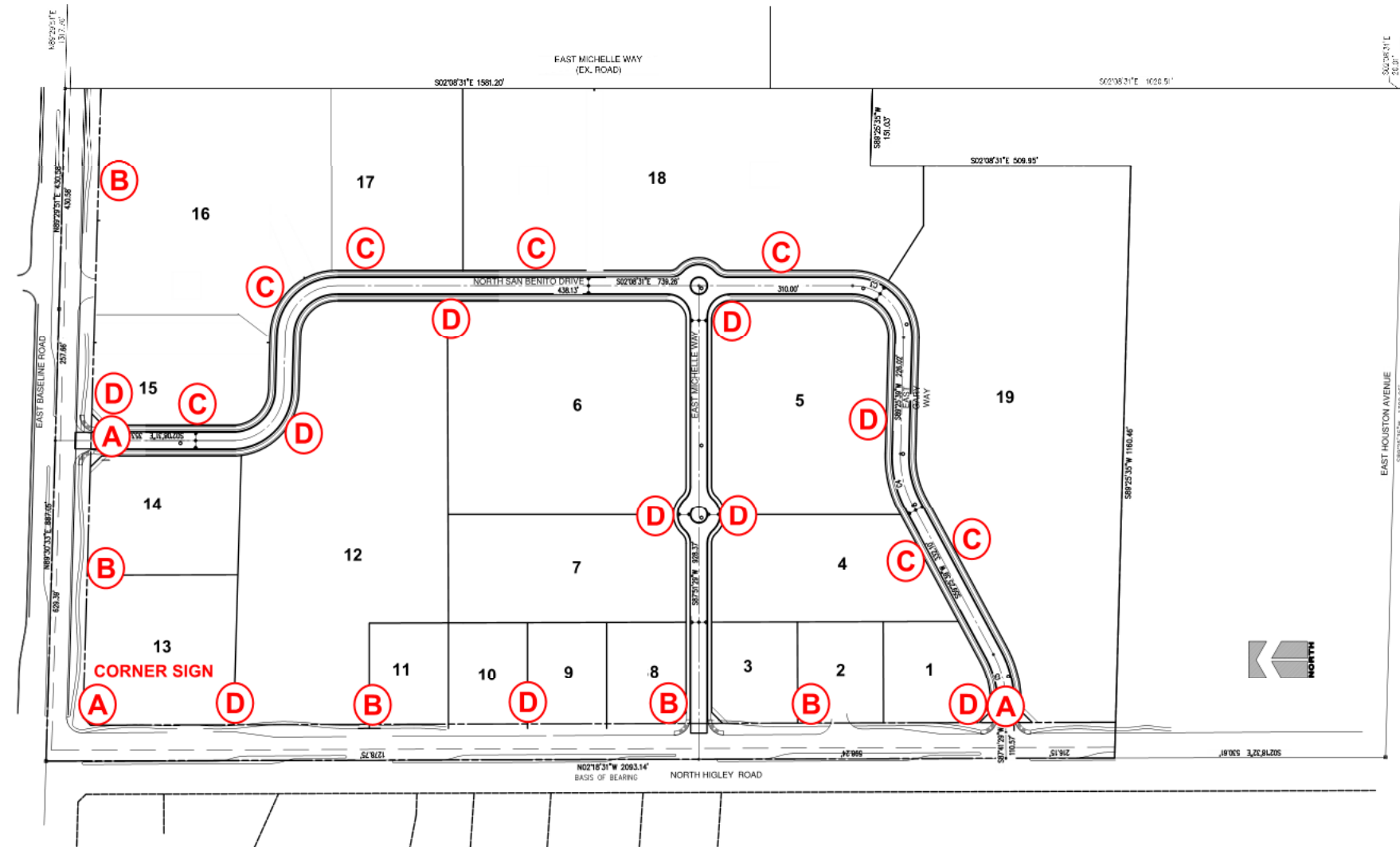
Vicinity Map



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ADMINISTRATIVE DESIGN REVIEW**

Case: S14-07-S
Planner: B. Caravona, AICP
Date: 3/30/2017
Planner Initials:

RC



FREESTANDING SIGNS

SITE DATA

SITE NOTES

| | | | | |
|----------|-----------------------------|------------------|--|---|
| A | Center ID | Zoning: | (RC) Regional Commercial | Freestanding signs to be setback a minimum of 3-ft from R.O.W. |
| B | Multi-Tenant Tower Sign | Site Area: | 61.21 Acres | Quantity, location, and type of signage on internal roadways are subject to change. |
| C | Single-Tenant Monument Sign | Street Frontage: | 2043-ft – Higley Road 1167-ft – Baseline 3210-ft – Total | All directory signage shall meet current town codes at the time of permitting. |
| D | Multi-Tenant Monument Sign | Signs Allowed: | 1 per 300-lf frontage not including Corner Sign. Higley = 6 Baseline = 3 | |

**APPROVED
ADMINISTRATIVE DESIGN REVIEW**

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Date: 3/30/2017
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FREESTANDING SIGN MATRIX (Parcels fronting on public streets – design also applies to internal streets)

| Sign | Sign Type | Function | Location | Quantity | Height | Size | Illumination | Materials |
|--|-----------------|---|---|----------------------------|--|---|--|---|
| Corner Sign (Sign A) Center ID Corner Sign | Channel Letters | Project Identification | Corner of Higley and Baseline Roads | 1 | Maximum 6-ft with 12-ft and 22-ft decorative pylons | Maximum 60-sf | Internally illuminated pan channel letters | Masonry, sandstone, and black steel plate (see Illustration). |
| Sign A Center ID Entry Road Signs | Channel Letters | Project and Multi-Tenant Identification | At main entrance drives both sides of drive | 1 – Baseline 1 - Higley | Maximum 6-ft with 18-ft decorative pylons and engaged tower sign | Maximum 60-sf each side plus tower sign | Internally illuminated pan channel letters | Masonry, sandstone, and black steel plate (see Illustration). |
| Sign B Multi-Tenant Tower Sign | Tower | Multi-Tenant Identification | Higley and Baseline Roads | 4 | Maximum 15-ft | Maximum 100-sf | Internally illuminated cabinet | Masonry, sandstone, and aluminum cabinet (see illustration). |
| Sign C Single Tenant Monument Sign | Monument | Single Tenant Identification | Internal Roadways Only | 0 | Maximum 8-ft | Maximum 35-sf | Internally illuminated cabinet | Masonry, sandstone, and aluminum or painted steel cabinet (see Illustration). |
| Sign D Multi-Tenant Monument Sign | Monument | Multi-Tenant Identification | Higley and Baseline Roads | 5 | Maximum 10-ft | Maximum 60-sf | Internally illuminated cabinet | Masonry, sandstone, and aluminum cabinet (see illustration). |

WALL SIGN MATRIX (Parcels fronting on public streets – design also applies to walls on internal facing streets)

| Sign | Sign Type | Function | Location | Height | Size and Area | Illumination | Materials |
|---|----------------------------|------------------------------|--|---|---|---|--|
| Tenants less than 5,000-sf | Wall Signs | Tenant Identification | Wall surfaces & architectural features designed to accommodate signage | Per Town of Gilbert Sign Ordinance | Per Town of Gilbert Sign Ordinance | Interior, backlit, exposed neon lettering or a combination thereof. | Aluminum, Acrylic, Painted Metal, Neon Materials |
| Tenants between 5,000-sf and 12,000-sf | Wall Signs | Tenant Identification | Wall surfaces & architectural features designed to accommodate signage | Per Town of Gilbert Sign Ordinance with 10% increase | Per Town of Gilbert Sign Ordinance | Interior, backlit, exposed neon lettering or a combination thereof. | Aluminum, Acrylic, Painted Metal, Neon Materials |
| Tenants greater than 12,000-sf | Wall Signs | Tenant Identification | Wall surfaces & architectural features designed to accommodate signage | Per Town of Gilbert Sign Ordinance with 25% increase | Per Town of Gilbert Sign Ordinance | Interior, backlit, exposed neon lettering or a combination thereof. | Aluminum, Acrylic, Painted Metal, Neon Materials |
| Other Signage | Variety of those permitted | Per the respective sign type | Per respective sign type | Per Town of Gilbert Sign Ordinance and Design Criteria herein | Per Town of Gilbert Sign Ordinance and Design Criteria herein | Per Town of Gilbert Sign Ordinance and Design Criteria herein | Per Design Criteria herein |

NOTE: Refer to Wall Sign Design Criteria for other requirements and limitations; and Design Criteria for other miscellaneous sign types. Signage shall meet separation requirements per Town of Gilbert Land Development Code.

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ADMINISTRATIVE DESIGN REVIEW

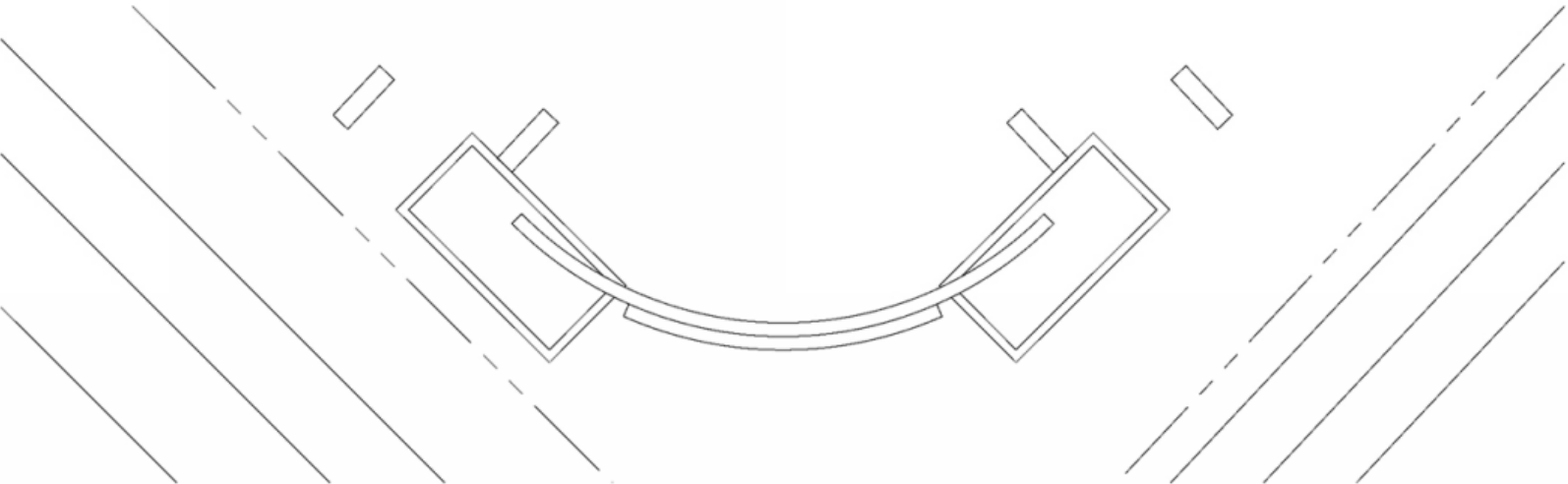
Case: S14-07-S
Planner: B. Caravona, AICP
Date: 3/30/2017
Planner Initials: *RC*

CORNER PROJECT IDENTIFICATION SIGN

| | |
|--------------------|---|
| Function: | Project identification to imitate a gate element. |
| Location: | 1 sign at the corner of Higley and Baseline Roads. |
| Quantity: | 1 |
| Sign Area: | 70-sf each side. |
| Materials | Masonry planter wall with 6-ft curved hot-rolled black steel plate engaging the masonry wall with sandstone veneer. |
| City Gate Logo/ID: | 42" high letters constructed of 6" deep pan channel 'City Gate' text, white-plex faces, black returns, black plate behind where letters extend above. |
| Gilbert Logo/ID: | 12" high letters constructed of 3" deep pan channel letters, white-plex faces, black returns. |
| Illumination: | LED light strips within letters. |
| Light Pylons: | One 12"×36"×144" sandstone pylon and one 12"×36"×216" sandstone pylon each side with 42" high acrylic LED illuminated light bar extending 42" above. |
| Transformers: | Located in concealed box/raceway, mounted on the back side of the steel plate. |



CORNER PROJECT IDENTIFICATION SIGN



SIGN PLAN

APPROVED
ADMINISTRATIVE DESIGN REVIEW

Case: S14-07-S
Planner: B. Caravona, AICP
Date: 3/30/2017
Planner Initials: RC



ENTRANCE ROAD PROJECT IDENTIFICATION - TYPE “A” (with engaged Tower element)

| | | | |
|--------------------|---|------------------------|---|
| Function: | Project identification to imitate a gate element. | Gilbert Logo/ID: | 12" high letters constructed of 3" deep pan channel letters, white-plex faces, black returns. |
| Location: | 1 signs on Higley Road and 1 sign on Baseline Road. Signs located on each side of the entry. | Illumination: | LED light strips within letters. |
| Quantity: | 2 | Light Pylon: | 12" × 36" × 180" sandstone pylon with 42" high acrylic LED illuminated light bar extending above. One located on each side. |
| Sign Area: | 60-sf each side. | Transformers: | Located in concealed box/raceway, mounted on the back side of the steel plate. |
| Materials | Masonry planter wall with 6-ft high hot-rolled black steel plate stepping to 4-ft high engaging the masonry wall with sandstone veneer. | Multi-Tenant Monument: | Matches the criteria for Multi-Tenant Tower Sign Type “D”. |
| City Gate Logo/ID: | 42" high letters constructed of 6" deep pan channel 'City Gate' text, white-plex faces, black returns, black plate behind where letters extend above. | | |

Prepared by: Woodbury Corporation and AV3 design studio

APPROVED

ADMINISTRATIVE DESIGN REVIEW

Case: S14-07-S

Planner: B. Caravona, AICP

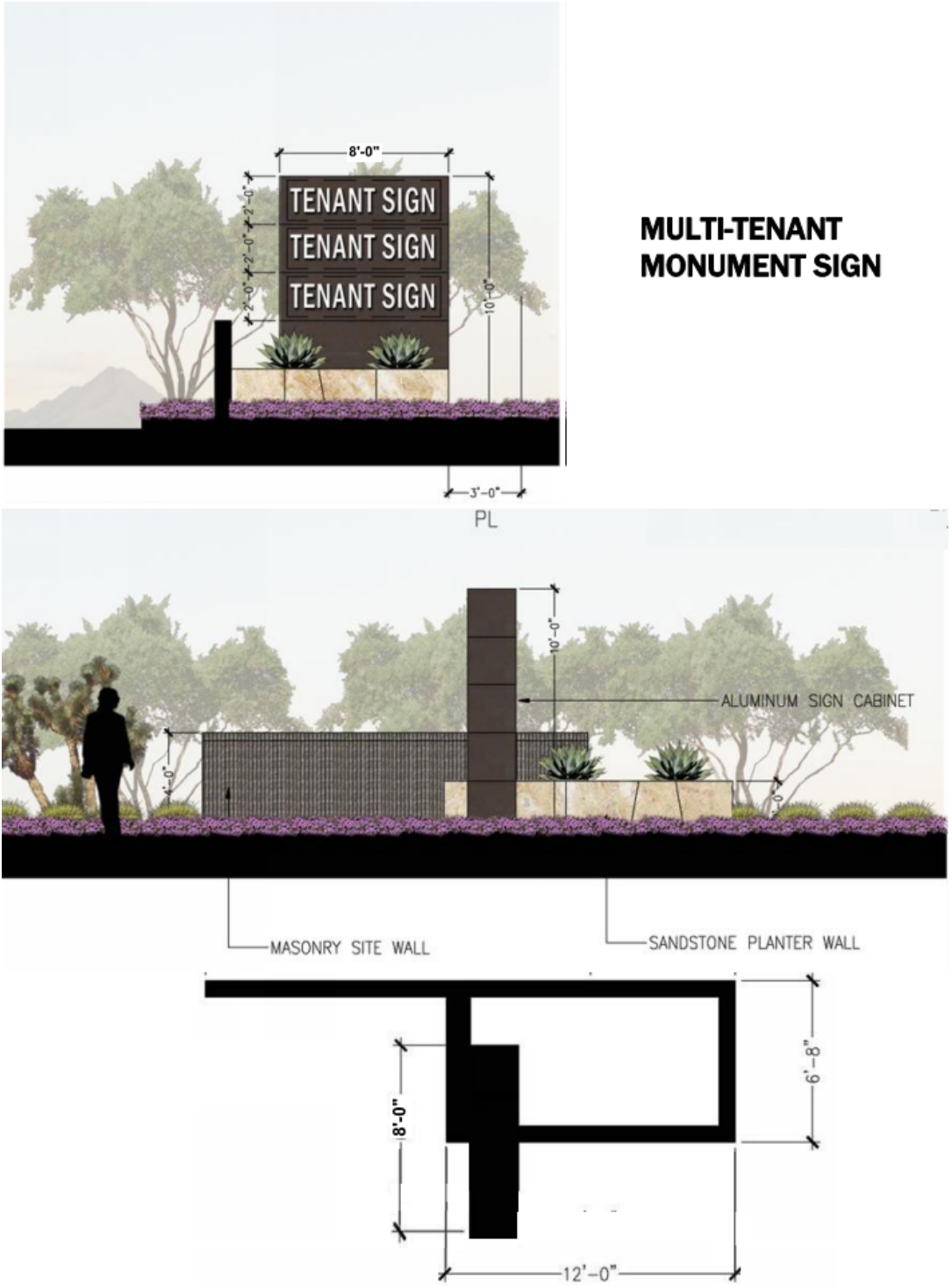
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Planner Initials: RC

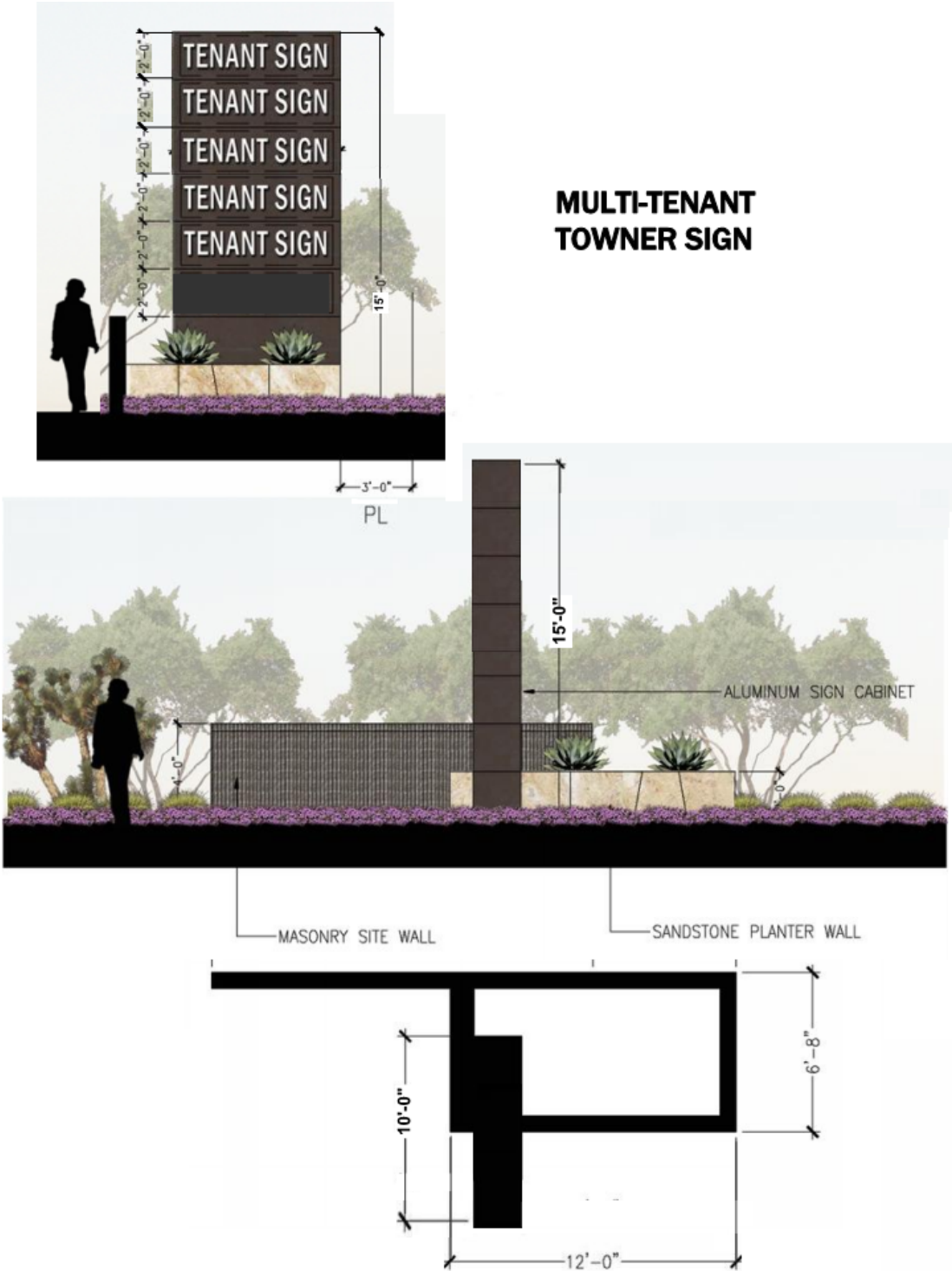
MULT-TENANT MONUMENT SIGN - TYPE D
MULT-TENANT TOWER SIGN - TYPE B

- Function: Multi Tenant Identification
- Location: Higley and Baseline Roads
- Quantity: Type B – 3 not including that used in conjunction with Type A.
Type D - 4
Quantities on internal roads subject to change.
- Materials: Fabricated aluminum cabinet to match a selected color finish. Base feature to include sandstone veneer and accent masonry wall.
- Height: Type B - 10'-0"
Type D - 15'-0"
- Sign Area: Type B - 100-sf total
Type D – 48-sf total
- Tenant Panels: Painted aluminum cabinet faces with routed Tenant copy and push through acrylic copy. Graphics per tenant corporate standard colors and logo/letter style.
- Panel Size: Individual panels may vary based on number of tenants occupying the area.
- Illumination: Internally Illuminated.

Prepared by: Woodbury Corporation and AV3 design studio



MULTI-TENANT
MONUMENT SIGN



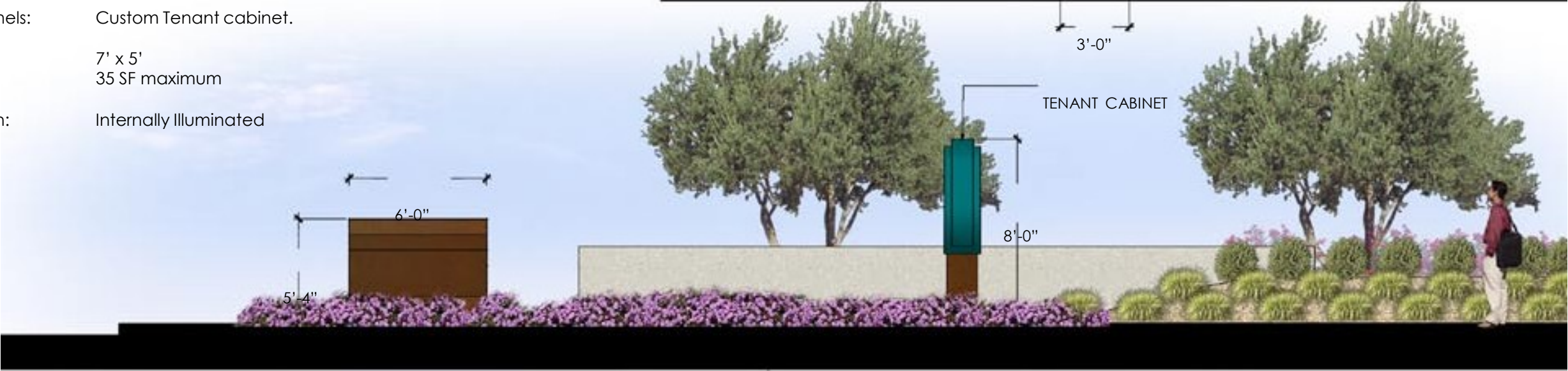
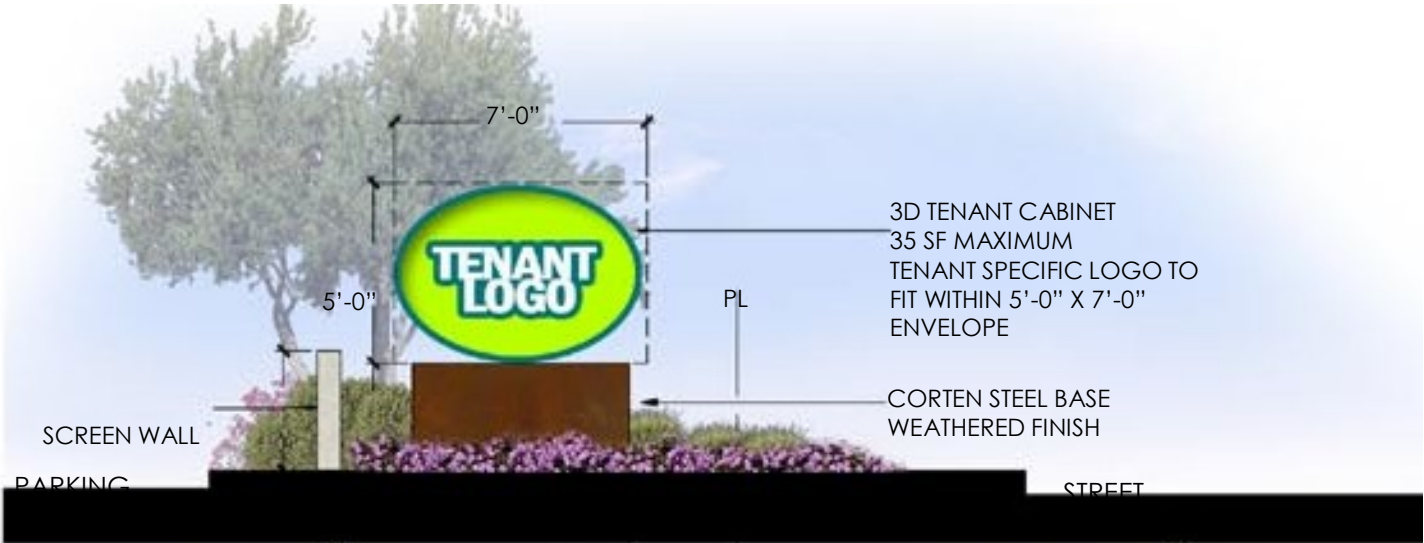
MULTI-TENANT
TOWNER SIGN

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ADMINISTRATIVE DESIGN REVIEW

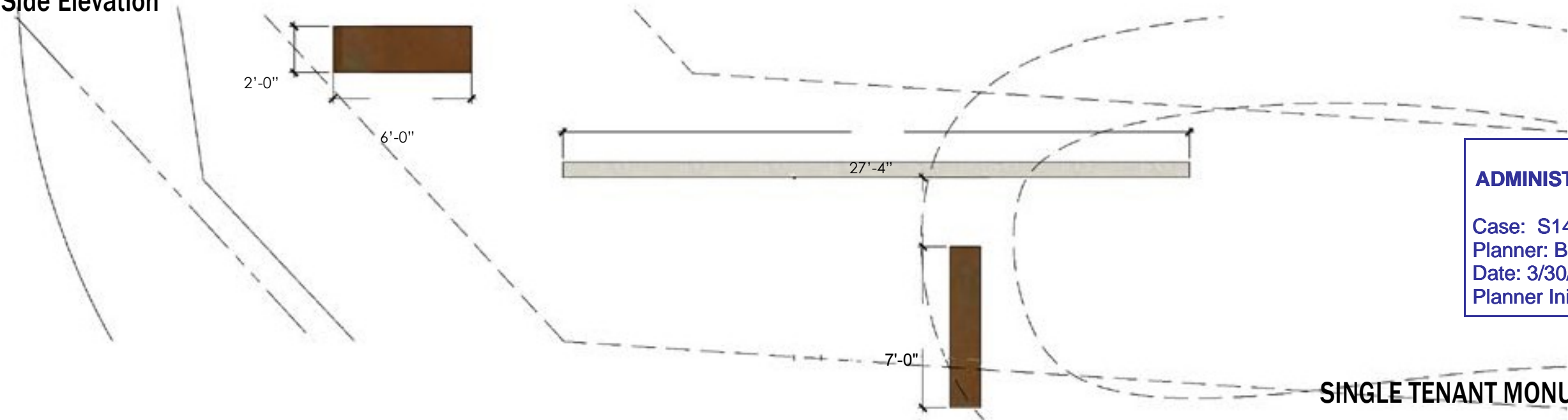
Case: S14-07-S
Planner: B. Caravona, AICP
Date: 3/30/2017
Planner Initials: RC

SINGLE - TENANT MONUMENT SIGN TYPE C

- Function: Single Tenant Identification
- Location: Banner Gateway Drive
- Quantity: 3
- Materials: Custom tenant specific cabinet.
3D graphics encouraged.
Standard base, black steel finish.
- Height: 8'-0"
- Tenant Panels: Custom Tenant cabinet.
- Size: 7' x 5'
35 SF maximum
- Illumination: Internally Illuminated



Side Elevation



**APPROVED
ADMINISTRATIVE DESIGN REVIEW**

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Planner: B. Caravona, AICP
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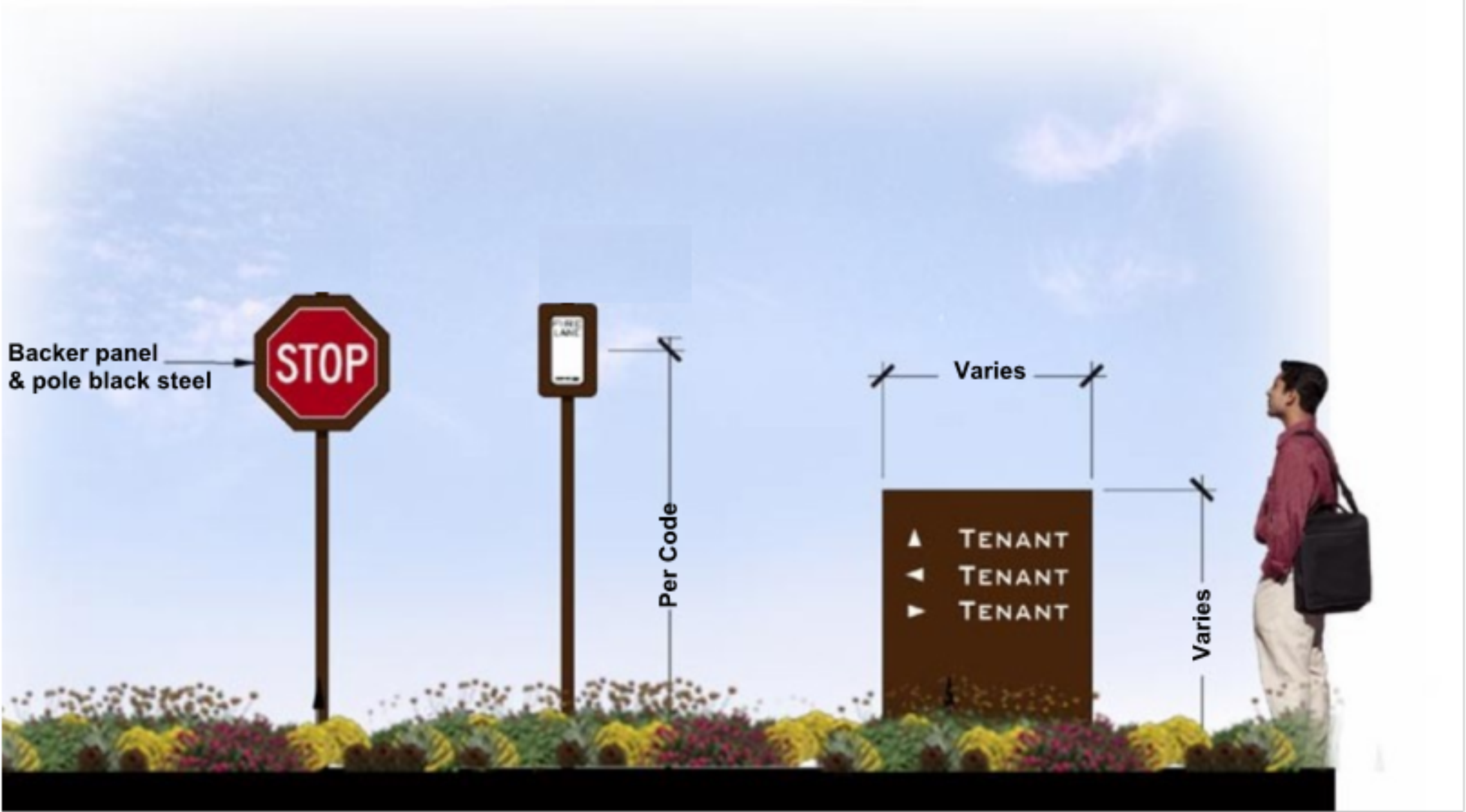
SINGLE TENANT MONUMENT SIGN

DIRECTIONAL SIGNS

- Function: Internal project circulation and directional to key locations and tenants within the development.
- Location: Strategically placed within the interior of the development.
- Quantity: As required and determined by MDL.
- Materials: Aluminum cabinet matching multi-tenant signs or utilizing materials compatible with building exterior.
- Height: Varies depending on condition & number of tenants, but may not exceed maximum allowed.
- Illumination: Internally Illuminated.

REGULATORY SIGNS

- Materials: 1/4" black painted steel backer plate with signage attached thereto and 1" minimum square steel post.
- Height: 6' or as required by code and MUTCO standards.
- Size: Per applicable codes.
- Colors: Pole and plate to be painted black.
- Illumination: None



REGULARTORY
SIGN

INTERNAL
HANDICAP SIGN

INTERNAL DIRECTIONAL
SIGN

APPROVED
ADMINISTRATIVE DESIGN REVIEW

Case: S14-07-S
Planner: B. Caravona, AICP
Date: 3/30/2017
Planner Initials:

RC

COMPREHENSIVE SIGN PLAN

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout the City Gate Project for the mutual benefit of all tenants and as part of the Comprehensive Sign Program approved by the Town of Gilbert pursuant to the signage criteria of its Zoning Ordinance. All signage shall comply with applicable building and electrical codes of any governmental authority having jurisdiction. If a conflict is found to exist between these criteria and final criteria approved by the Town of Gilbert, the latter date shall prevail.

I. Submittal & Compliance Procedure

- 1. All signage proposed by tenants and parcel owners must be approved in writing by the Master Developer/Landlord's designated representative (MDL) prior to submittal to the City.
- 2. Submittals shall be transmitted electronically and include scaled color elevation drawings showing the size of lettering, size of sign, construction and installation details and sections through letters, color schemes, and placement locations of signage in relation to each elevation. Conformance will be strictly enforced. Approval or disapproval of sign submittals based on aesthetics or design shall remain the sole judgment of the MDL.
- 3. MDL's representative shall review the drawings of the proposed signage and return marked "Approved", "Approved as Noted", or "Revise and Resubmit".
- 4. "Approved" or "Approved as Noted" drawings will permit the tenant to proceed with permitting, sign fabrication, and installation in accordance with the drawings including modifications noted thereon. "Revise and Resubmit" drawings shall be revised and resubmitted to MDL.
- 5. A copy of MDL's approval of the sign shall be submitted to the City with all requests for sign permits.
- 6. MDL's approval does not guarantee approval by the City. Tenants shall be required to independently apply for all required permits and obtain municipal approvals prior to installation.

II. General Requirements & Restrictions

- 1. Tenant shall comply with all additional requirements designated by MDL pursuant to any lease or purchase and sell agreements including, but not limited to, repair of any damage to building finishes, making penetrations watertight, and removal and repair of surfaces at termination of lease.
- 2. All signage shall comply with all municipal building, zoning, and signage requirements.
- 3. Signs installed without written approval by the MDL will be subject to removal, modification, and reinstallation at tenant's expense. Non-compliant or signs not approved by MDL installed by a tenant shall be brought into conformance at the sole expense of the tenant even if tenant otherwise complied with municipal requirements.
- 4. All signs shall be properly maintained including replacement of lighting elements, transformers, ballasts, etc. Damaged or incorrectly operating signs shall be repaired within no more than 30-days after damage occurs.
- 5. The copy content of the tenant's signage shall generally not include the product sold, except as a part the of the tenant's trade name.
- 6. All power connections, conductors, transformers, crossovers, and other equipment shall be concealed. No exposed conduit, tubing or transformers will be permitted. No exposed raceways allowed.
- 7. All required penetrations for the designated area for signage shall be neatly sealed in a watertight condition.
- 8. All fasteners, bolts, or clips shall be concealed, constructed of stainless steel, nickel or cadmium-plated, and shall be painted to match the sign mounting surface.
- 9. Flashing, moving or audible signs will not be permitted.

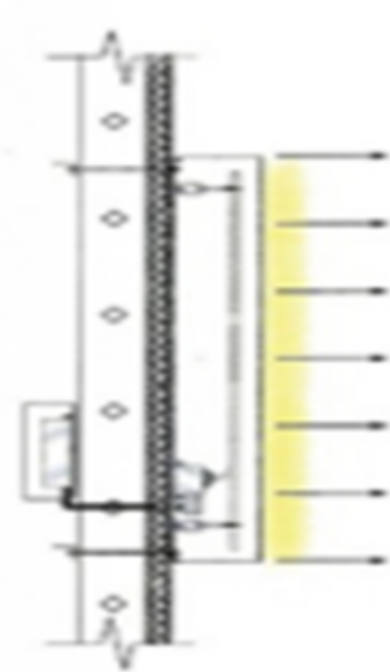
- 10. All signs shall be fabricated using full welded construction or similar method to conceal light leaks.
- 11. No labels or identifications shall be permitted on the exposed surface of signs except those required by local ordinance, which shall be applied in an inconspicuous location.

III. Wall Sign Design Criteria

- 1. Except as otherwise indicated, all signs shall utilize individual, internally illuminated letters and logos of pan channel metal or channelume letters with acrylic faces, reverse pan channel "halo" illuminated letters or any combination thereof. The letters are to be mounted onto the building fascia or sign area as designated by MDL.
- 2. All signage shall be installed in compliance with electrical code and UL 2161/ UL 48 specifications and the Town of Gilbert sign ordinance, except as modified herein as part of this Comprehensive Sign Plan.
- 3. Letter style, face color and color of returns and trim strips shall be of good taste and design as selected by tenant and approved by MDL. Retainers for pan channel letters must match letter face color.
- 4. Lighting elements shall utilize LED, neon, argon, or other gas tube technologies. All lighting elements to be concealed except that exposed neon may be permitted as a decorative accent.
- 5. Maximum sign areas and letter heights may not exceed that permitted by the Town of Gilbert sign ordinance.
- 6. Individual channel or reverse channel letters and logos must be constructed of minimum of 0.050 aluminum or painted metal. Letter faces must be a minimum of 1/8" plexiglas or acrylic. Back plates of channelume letters must be minim 3/16" metal ply. Depth of returns may not exceed 6".
- 7. Where smaller letters are a part of a logo, a registered trademark, a national or regional brand, or approved tenant name, they may be installed in a single subcabinet where the cabinet face has a solid background with routed out or push through letters. Alternatively, such letters may be non-illuminated, but must be individual and have a minimum depth of 1".
- 8. Custom Cabinet Design: An alternative signage option to the standard channel letters is the use of "custom cabinets." These custom cabinets utilize a multiple layered design with a mix of solid, opaque, and translucent backgrounds and various types of lettering and internal illumination built around a single unit, recessed into or made a part of the wall construction, or suspended from building fascias as an architectural element of the storefront design. Surface-mounted cabinets are prohibited. Creative designs and forms, rounded corners, and other unique usage of high quality materials are encouraged. All designs and installation details must be approved on an individual basis by MDL at its sole discretion.
- 9. Indirectly Illuminated Signs: Another alternative signage option to the standard channel letters is the use of indirect illumination. In such instance, the letters may be non-illuminated, but must be individual and have a minimum depth of 1". Fixtures utilized to illuminate such signs must be decorative, of a style that is compatible with and a part of the architectural character of the storefront, and have the light source concealed. All designs and installation details must be approved on an individual basis by MDL at its sole discretion.
- 10. A solid 3" thick metal-faced backer panel shall be provided behind all wall-mounted signs. Panel shall generally be a rectangle, 8" wider and higher than the sign script and of a color selected by Tenant. In the event that Tenant sign spans across a columnar element, the panel shall be spaced away from the wall with threaded rods so that it is entirely on the same plane.

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Case: S14-07-S
Planner: B. Caravona, AICP
Date: 3/30/2017
Planner Initials: RC

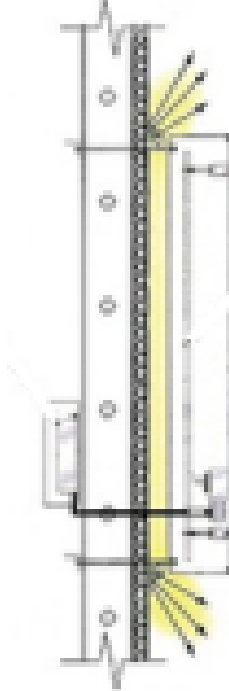


Type “A”

Typical face-lit pan channel letter translucent acrylic letter face allows light to pass out the front of the letter.

Transformer concealed behind wall.

Use neon or LED lighting.



Type “B”

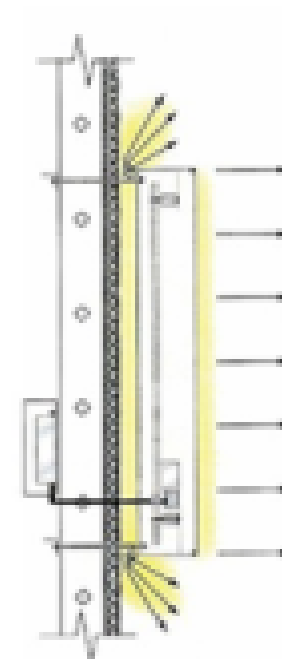
Typical Halo-illuminated reverse pan channel letter.

Letter face is opaque painted metal

Open letter back allows light to pass out the back of letter to reflect off the wall surface behind.

Transformer concealed behind wall.

Use neon or LED lighting.



Type “C”

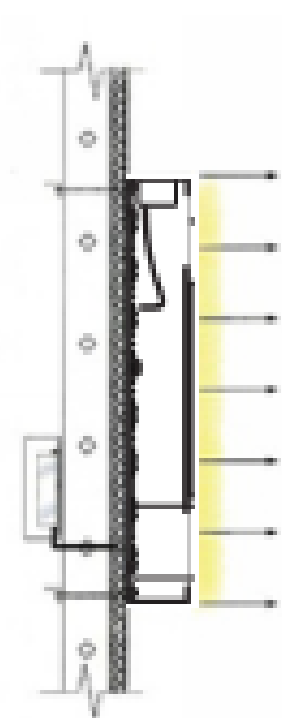
Typical combination face lit/halo-illuminated pan channel letter.

Translucent acrylic letter face allows light to pass out the front of the letter.

Open letter back allows light to pass out the back to reflect off of the wall surface behind.

Transformer concealed behind wall.

Use neon or LED lighting.



Type “D”

Typical push-through letter with backup acrylic and vinyl in pan channel letter.

Letter face is opaque painted metal.

Transformer concealed behind wall.

Use neon or LED lighting.

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IV. Tower and Monument Signs

- 1. The base and cabinet design, materials, and size of all Tower and Monument Signs shall be as shown on the respective illustrations contained herein. All signs shall be double-faced. The treatment of face on each side shall be identical.
- 2. Faces should be constructed of acrylic, plexiglass, or solid aluminum materials and utilize a multiple layered design with a mix of solid, opaque, and translucent backgrounds with routed, push-through, or face-mounted, 3-dimensional lettering. Flat faces with vinyl-applied lettering or white background faces are not permitted.
- 3. Illumination shall utilize concealed internal lighting elements within cabinets. Indirect lighting is generally not permitted.
- 4. Electronic reader-boards are permitted. Where utilized, the individual LED light elements shall be tightly spaced to substantially eliminate a pixelized effect from pedestrian and slow-moving vehicular, eye-level perspectives.
- 5. **Single Tenant Monuments:** Creative design and use of materials is encouraged. The shape and size of cabinets may vary and multiple cabinets may be utilized provided the overall dimensions do not exceed the maximum shown on the Single Tenant Monument Sign Illustration. Faces having removable letters are prohibited.
- 6. **Multi-Tenant Tower and Monuments:** The size and location of tenant panels shall be determined by MDL in accordance with lease and purchase agreements.

V. Pad Site Signage

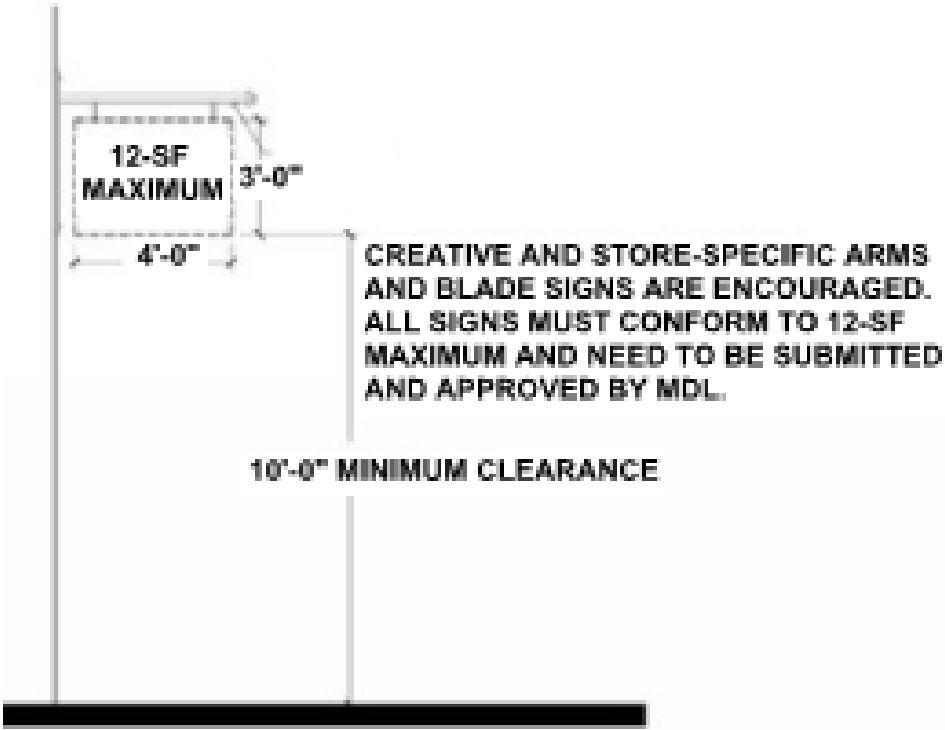
- 1. All building wall signs shall be subject to the Wall Sign Design Criteria described herein. Freestanding single or multi-tenant monument signs may be erected for single occupant buildings and pad sites in conformance to the Monument Sign Criteria described herein. Additional informational, directional, or menu-board signs may be placed in accordance with the criteria herein. All such signs shall be of a similar character and design.
- 2. Freestanding directional signs may be placed at entries to the pad site. Such signs must be mounted on a decorative pedestal or base utilizing the same materials in the primary building. Maximum height above grade to be 36". Maximum area of sign face to be 3-sf. Faces may be two-sided, shall be internally illuminated with panels that are routed and backed with acrylic and translucent vinyl.
- 3. Directional signs necessary for on-premise vehicle control and the performance of business transactions from a vehicle shall be allowed subject to the following conditions, maximum of 6-sf. Enter and exit copy only. Not part of allowable square footage for the project. No business identification will be allowed. Signs shall be permanently affixed to the ground or building. Directional signs may be placed on buildings provided maximum area of any sign face does not exceed 2-sf; they are placed on non-illuminated panels and utilize 3" minimum raised letter forms on background panel.
- 4. Menu boards may be freestanding or placed on buildings. Freestanding signs must be mounted on decorative pedestal or base utilizing the same materials in the primary building. Maximum height above grade to be 6-ft. Maximum area of sign face to be 36-sf. Faces to be one-sided and internally illuminated. Cabinets to be painted with same color as utilized in primary building.

VI. Blade, Suspended, or Projecting Signs

- 1. Such signs may be provided on a primary storefront. All blade signs, associated support brackets, and storefront blocking are to be provided and installed by tenant upon receipt of written approval from landlord.
- 2. To the extent practical, the shape of blade signs should be unique. Where the face is rectangular, the corners must have a minimum 1" radius rounded edge.
- 3. All signs shall be securely mounted to the fascia or structure and have solid blocking installed. Sign installer is responsible for verifying the adequacy of the support framing based on the weight of the sign to be installed.
- 5. All signs must be two-sided with each side being equal in design, graphic content, and configuration.
- 6. Prohibited signs include vinyl graphics on flat faced panels, letterforms less than 3/4" thick (unless acid-etched and filled), brackets finished in a color

that does not match storefront, chain-hung or swinging support elements, and neon letters or trims.

- 7. Blade sign material may be metal, glass, MDO overlay with sign foam, or MDO overlay with Sintra.
- 8. Minimum thickness of primary blade panel to be 1" (3/4" if glass) and have etched or raised graphics.
- 9. Graphics applied to the faces must be sculptured, raised, or routed and shall have a minimum depth of 3/8" and a maximum projection 2" on each side. Vinyl letter forms are generally prohibited. Acid-etched and filled graphics are acceptable.
- 10. Sign shall extend no more than 4-ft beyond the face of the storefront. Height shall be no greater than 4-ft and the bottom edge shall be 10-ft above the sidewalk. Generally, signs shall be placed within the middle half of the storefront.
- 11. Illumination of blade signs is optional. If indirectly illuminated, use a fixture approved by MDL with warm incandescent lamp. Internally illuminated panels may be permitted only if the background material is opaque and the lettering is punch-through or routed.
- 12. Signs projecting from walls may be supported directly by rigid brackets connected at the side to the storefront fascia or suspended from a bracket arm extending from the fascia. If suspended from an arm, the drop support portion must be rigid. Support brackets and hardware shall be painted to match the metal used at storefront. Other colors will be considered if they provide continuity with a branded identity and are compatible with other materials and the design of the storefront.
- 13. Signs suspended from ceilings or soffits must be supported with rigid metal pipes. Provide rigid backing at points of connection or secure directly to structural framing above. Maintain 4" space between top of sign and bottom of soffit.



Typical Hanging Blade Sign

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OTHER SIGN TYPES

VII. Miscellaneous Signs

1.

Sales or Leasing Signs: Temporary signs advertising the sale or leasing of a parcel will be allowed. These signs shall not exceed 8-ft in height and a total of 32-sf per side in sign area.
2.

Construction Signs: A sign denoting the Architects, Engineers, Contractor and other related subjects will be allowed for initial construction phases only. Said sign will be removed within 10-days after building occupancy. One sign for each separate construction project will be allowed. Each sign shall not exceed 8-ft in height and a total of 32-sf per side in sign area.
3.

Temporary Signs and Banners: Signs and banners listing the name of a future tenant will be allowed until the occupancy of the tenant. Such signs, if ground-mounted, shall not exceed 8-ft in height and a total of 32-sf in sign area, per side; if a banner, mounted on the wall of the building, height shall not exceed 4-ft and total sign area 64-sf. Tenant shall not hang or display any promotional banners in the common area or on the exterior walls of the tenant's building after permanent occupancy. Moveable A-frame or moveable illuminated cabinet signs are prohibited.
4.

Window Signs: Tenant shall be permitted to place signage in storefront windows behind the glass, including exposed neon, only if such signs are of a permanent nature and are professionally painted or attached. No moving or flashing elements will be permitted. Maximum size shall not exceed 15% of the glass area or individual pane to or behind which the signage is placed. Permanent window signage is subject to MDL approval. Temporary signage and posters advertising sales or other promotional events will be permitted within storefront windows so long as such signs are professionally prepared and remain in the window for no more than 2 consecutive weeks. Banners, soap and water color hand-painted graphics are prohibited.
5.

Signs on Flat Metal Awnings: Where flat metal awnings exist above tenant's storefront, signs may be placed on the leading edge thereof. The face of sign letters shall be flush with the front metal edge of the awning and sit directly on top of the metal edge. No background panel is necessary. A 6" to 8" deep by 6" high metal raceway may be mounted directly on top of the awning and behind the lettering. Length of raceway shall equal the full width of the sign. Lettering shall be attached to the face of the raceway and extend above. Power service conduits shall, to the greatest extent practical, not be visible.
6.

Informational Window and Door Signs: Painted or vinyl letters on windows or doors indicating address, operating hours, or otherwise identifying customer or service entrances will be permitted provided such letters are no larger than 4" in height. The location, quality, color, and letter type are subject to MDL approval.
7.

Vehicle Signs: Vehicle signs on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles is prohibited.
8.

Signs on Fabric Awnings: Awnings shall be constructed of a steel or aluminum framework mounted directly to the building wall and sized to fit the full width of a building panel between columns. Fabric shall cover the entire framework including the sides. The bottom can be open if non-illuminated; if illuminated, constructed with a hinged panel to permit replacement of light elements and cleaning of the back, sides, and bottom of the fabric. The color and design of the awning fabric is flexible, but must be compatible with the building colors and other building awnings in the sole judgment of MDL. Size of lettering shall be governed by their proportion to height and width of the awnings and may be placed on the sloping and/or vertical face of the awnings. MDL shall be the sole judge as to what constitutes a pleasing proportion and will require sufficient clear space at either end and above and below the script.
9.

Suite Identification: Suite numbers shall appear directly over each entry, to be applied white vinyl on the exterior of the glass. Six-inch high suite numbers to display in Arial Narrow font.
10.

Window Graphics: Where window walls exist and tenant desires to install partitions, fixtures, equipment, or other solid materials on the inside of the store across such windows, the glass and cavity areas shall be constructed or modified utilizing one of the following methods. The method used for obscuring the wall behind and all graphics and signage is subject to the prior approval of MDL's architect and must be shown on tenant's plans or sign submittals.

a.

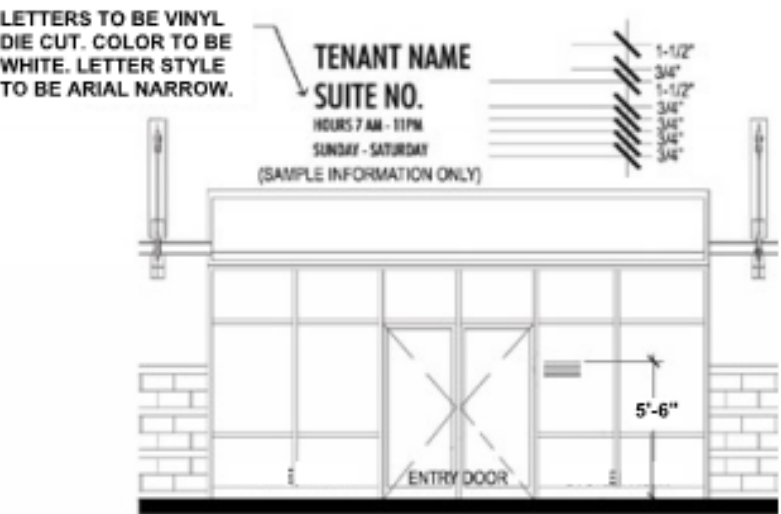
Install an illuminated merchandising display window consisting of a partition and fixture on inside of store set away from the window 2-ft or more as required to allow access and fit merchandise displays. Install a finish material on the back wall to which seasonal displays of merchandise, permanent signage, and/or other graphics may be placed. Provide indirect illumination for such displays or graphics.

b.

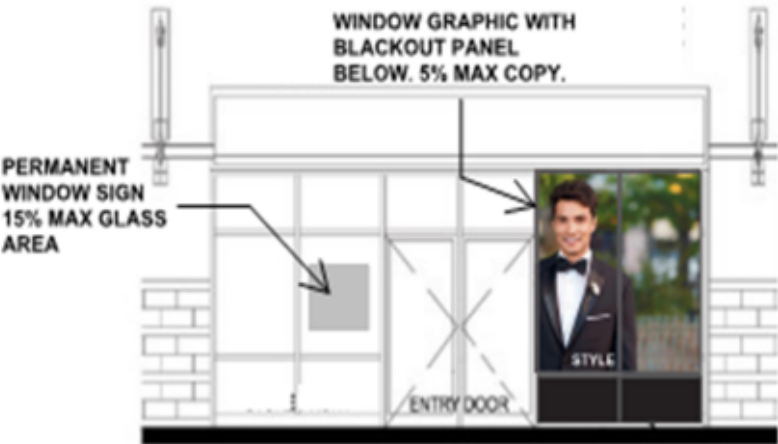
Install on the inside or exterior face of the entire glass surface a permanent backlit translucent vinyl graphic that obscures the wall construction or fixtures behind. Such graphic should depict a product or products, or create a visual image appropriate to the character of the store. No more than five percent (5%) of the surface area may be utilized for words or lettering.

- c.

Installation of black opaque vinyl film or heat treated spandrel glass is strictly prohibited except that Landlord may permit it at the base below 18" in window openings extending to the floor or above 10-ft in window openings extending higher. If vinyl film is provided, tenant shall appropriately insulate, air-condition, and vent the area behind to prevent heat build-up. In the event of any glass breakage due to heat build-up or bubbling or cracking of the vinyl film, tenant shall be responsible for the prompt replacement of glass and film materials.



Informational Window Sign



Permanent Window Sign

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OTHER SIGN TYPES

Please note: This plan has been uploaded into EReview. Please make sure to change the status in either EReview or Energov when finished.

Landscape Review
No comments - Approved
3/30/2017
Chris Rasmussen
480-503-6793

PLANNING
APPROVED
B. Caravona, AICP

1. It is the developer's, applicant's and/or property's owner's responsibility to locate signs a minimum of 3' behind the right-of-way.
2. It is the developer's, applicant's and/or property's owner's responsibility to locate signs out of public or private easements. If sign is located within public or private easement, it is the developer's, applicant's and/or property's owner's to obtain the easement holder's approval and furnish said approval to the Town.